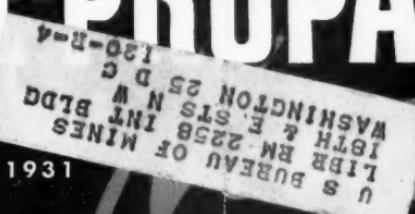


BUTANE-PROPANE

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aife Company

Montgomery (Pittsburgh District), Pa.

SEPTEMBER, 1950—50c per Copy



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BUTANE-PROPANE

News



CCA

A JENKINS PUBLICATION

SEPTEMBER, 1950

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LETTERS

• BUTANE-PROPANE News welcomes letters from our readers, but it must be understood that this magazine does not necessarily concur in opinions expressed by them.—Editor.

Gentlemen:

A customer of ours writes that her range will not bake decent pies and cakes. She says that it will burn bread on the outside and leave dough in the middle with heat control set on 300°.

Please have your engineers write us just what is wrong with this range so that we can get it adjusted.

H.M.C.

Mississippi

One cause of the temperature going too high is the adjustment on the minimum fire rate when the oven control turns the gas down. Check the flame when the oven temperature goes above the control setting. The flame on the burners should be little if any more than beads on the burner ports. If the flames are any larger than this, throttle the bypass or minimum setting valve until they will just stay lit, then bring it back slightly.

The range may have a defective oven control. You should obtain a good quality oven thermometer and place it in the oven, then check the temperature on it against the setting of the oven control when it throttles the flame to minimum.

The heat control bulb may be out of place, causing it to receive a false temperature reading, or a part of the stove may be loose or misplaced, producing a cold draft of outside air to strike the temperature bulb.—Ed.

Gentlemen:

I would like a comparison of propane to electricity for pumping water from a dam to a city water stand pipe. The water will be pumped three miles; electricity will cost approxi-

mately 4 cents per kilowatt, and the propane will cost 13 cents per gallon.

G.F.A.

South Dakota

An internal combustion engine requires about 10,000 Btu input ($1/9$ gallon propane) for each horsepower hour delivered by the drive shaft. Therefore, at 13 cents per gallon for propane, the cost of fuel per horsepower hour delivered will be 1.44 cents.

One horsepower hour is equivalent to .746 kilowatt hours. Therefore, the electric energy at 4 cents per kilowatt will cost 2.98 cents per horsepower hour delivered, assuming 100% mechanical efficiency of the electric motor. The mechanical efficiency of the electric motor is 90 to 95%, so assuming 95% efficiency, the cost of electric power per horsepower hour delivered by the motor shaft will be 3.14 cents.

Even allowing for oil, grease, etc., to operate the internal combustion engine, it has a decided advantage in operating costs over electric power. A factor of cost which is not apparent in the 4-cent electric power charge is the demand rate charges.—Ed.

Gentlemen:

In filling a tractor tank from a 500- or 1000-gal. storage tank without the use of a hand pump or electric pump, we would like to know if gravity plays any part in this picture or not.

We realize that pressure reduction of the container to be filled is the most important point but if placing the storage tank, say four or five feet above the ground, will gravity help this filling?

B.V.B.

Nebraska

Gravity will have some favorable effect, as every four feet (approximately) difference in

elevation has the effect of producing 1 pound pressure.

Fuel can be transferred by gravity differential pressure if the vapor pressures in the two containers are equalized and no vapor pockets remain in the connecting liquid line to produce a "blocking" effect.—Ed.

•

Gentlemen:

Will you please advise us if you consider 450° an economical temperature at the stack of a propane furnace.

We understand that an oil burning furnace requires this temperature to insure complete combustion, but it seems to us that this high temperature is excessive when burning propane gas for heating furnaces.

A.A.J.

British Columbia

If stack temperatures are kept under 400°F, they are not considered excessive. They may be much lower without affecting the efficiency as long as sufficient draft is provided. In using standard type boilers the temperature usually runs not over from 350 to 400°F.

When fuel oil is used the 400° temperature results in 17% heat loss. At 500° with oil there is a 24% loss.—Ed.

•

Gentlemen:

When cylinders were scarce three years ago, we kept adding new customers by installing only one tank per customer, and since the scarcity of tanks has been alleviated we have been, as fast as is possible, putting in the second tank.

In doing so we apparently are overlooking some detail, or are doing something wrong, because after the second tank is installed it isn't long before several of our customers complain of pilot failure.

C.W.S.

Indiana

The difficulty you have experienced is probably caused by air in the cylinder the first time it is filled. When the air and propane vapors enter the house line and are allowed to stand, as is the case when only a pilot

light is burning, the two gases will tend to segregate. When this happens, particularly at a riser to a range, the air will tend to move to the top and segregate from the LP-Gas. When the lean gas reaches the pilot, the pilot will often go out.

There are two ways that this trouble may be reduced. One is evacuation of the air from the vessel with a vapor compressor as the cylinder is filled the first time. The other is to put a small quantity of fuel in the cylinder, about one gallon, close the valve and allow the cylinder to stand for a day or so. At the end of this period allow the vapors to bleed off slowly without disturbing the cylinder, then fill it for service.—Ed.

•

Gentlemen:

Our 18,000-gal. propane storage tank is located between 500 and 600 ft. from a manufacturing company using propane. We are contemplating laying 1-in. I.D. copper pipe to this plant and using a high stage regulator at our 18,000-gal. storage tank.

At what pressure should we high-stage this 1-in. line to the building in order to have an adequate gas supply using approximately 2 million Btu per hour at various times? Will our 1-in. line be adequate for this supply?

L.B.J.

Minnesota

Three conditions must be considered to determine the proper pressure setting for the primary or high stage regulator at the storage tank.

First, the pressure setting must be less than the minimum pressure that may occur in the storage tank; second, the delivered pressure must not be too high or condensation will take place in the gas line; and third, the pressure must be high enough to overcome line losses and deliver the gas to the secondary or low stage regulator to permit some pressure drop through it so it can deliver a uniform pressure to the consuming equipment.

The temperatures at which propane will start to condense are—33°F at 5 lbs. gauge pressure;—21°F at 10 lbs.; and—4°F at 20 lbs. (See Handbook Butane-Propane Gases, Fig. 7, Page 38).

The winter temperatures in your area necessitate setting the regulator to deliver the gas into the delivery line at the lowest pressure

possible to meet the requirements of your needs.

We do not think the 1-in. I.D. copper pipe will be adequate for the conditions you set forth in your letter. 2,000,000 Btu per hour requires approximately 800 cu. ft. per hour of propane vapors. The pressure drop through 600 ft. of 1-in. copper pipe will be about 3½ lbs. if the primary regulator is set at 20 lbs. and it will be about 5 lbs. if the primary regulator discharges the gas into the 1-in. line at 10 lbs. gauge pressure.

We recommend a 1½-in. I.D. pipe. This size of pipe will deliver 800 cu. ft. of propane per hour a distance of 600 ft. with less than ½-lb. drop in pressure.—Ed.

Gentlemen:

We have had a discussion on the difference in measurements of a therm and a gallon. One of the boys found some information which would tend to show there was a difference in the liquid measurements according to the weight of the liquid. If this should be correct, then there would not be so much difference between the therm and the gallon as we have always figured.

Will you please straighten us out on this to let us know the difference between a meter measuring in therms and a meter measuring in gallons which are installed in the valve line going to the residence.

O.C.H.

Kansas

One therm = 100,000 Btu's

Butane = 103,000 Btu's per gal.

Propane = 91,300 Btu's per gal.

Butane weighs 4.85 pounds per gal.

Propane weighs 4.238 pounds per gal.

One therm of butane weighs 4.73 pounds.

One therm of propane weighs 4.638 pounds.

Does this answer your question?—Ed.

Gentlemen:

In transferring liquid propane or butane from a railroad tank car to their storage tanks, utility operators lose, or do not recover part of the liquid in the tank car. Can you state as a percent of liquid purchased, the average amount which is not transferred?

The mixing machines which mix vapor with air before delivery to the distribution mains use a small amount of liquid for vaporization. Can you supply us with a figure which represents the average use of liquid for this purpose, in terms of liquid transferred?

V.B.

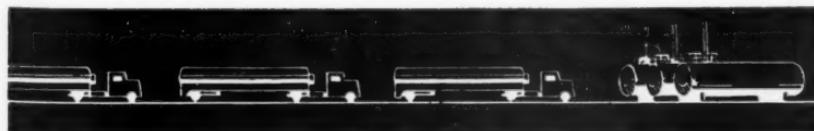
Washington

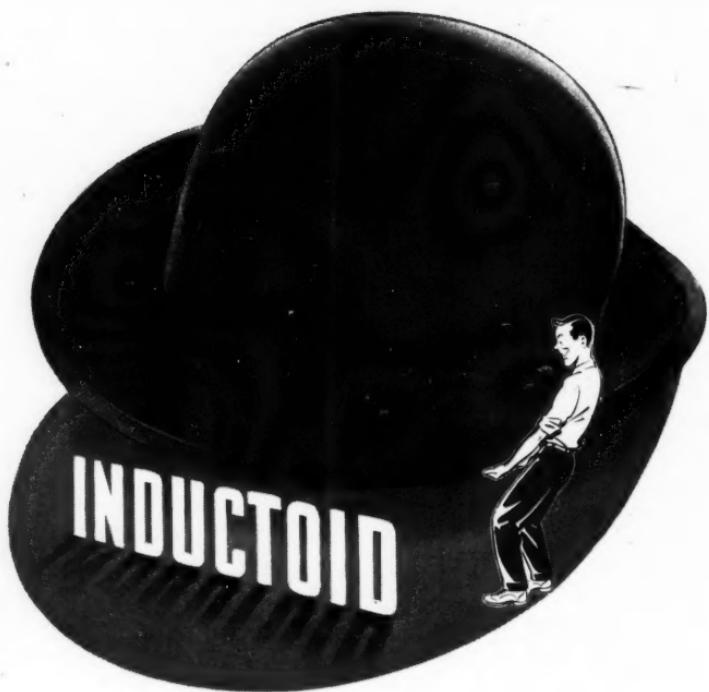
The amount of propane or butane which is not transferred from a railroad tank car to the storage tanks of utility operators and others dealing with this commodity varies, and is affected by temperature and the relative proportions of the butane and propane in the transport tank.

In summer when higher temperatures prevail, the amount remaining in the tank car will be greater than in the winter when the temperatures are low. The amount remaining is greater for propane than for butane, other factors being equal. Some utilities have better facilities for recovering a portion of the gas from the car than others; also it is not economical to remove the fuel beyond a certain minimum.

The amount of propane or butane remaining in the car may vary from 1% under favorable conditions to as much as 5% in hot summer weather, when propane is handled.

The fuel used to vaporize propane or butane will generally amount to 1 or 1½% of the liquid vaporized.—Ed.





a coming event
casts its
shadow before

It's been kept strictly "under the hat" until now—this entirely new and revolutionary product for the gas industry! It's called Inductoid. And you will get the first look—when Milwaukee Gas Specialty Co. brings it out—at the G.A.M.A. Convention, in October, at Atlantic City. Go straight to Booth 521—don't miss it.



comment

THE gas range has always been the "door-opener" appliance that convinced householders all over the nation that gas is the ideal fuel for cooking and paved the way for sales of other gas appliances—the water heater, the refrigerator, and space heating equipment.

The range has always been the easiest appliance to sell because, in addition to its superior mechanical qualities and its place as the most essential article of use in a home, it has had the greatest appeal to women. And women influence selections of this kind.

It has been estimated that of all gas installations made in this country, some 80 to 85% have first purchased the range. The average in rural areas probably is higher than in cities.

With such a sterling performer daily demonstrating the efficiency and convenience of gas, sales of other appliances have followed naturally.

So it is appropriate that this issue of *BUTANE-PROPANE News* not only should pay tribute to the gas range, but present information to help dealers sell it in an increasingly competitive market.

A number of insurance underwriters and safety engineers have registered to attend the LPGA-University of California short course at Berkeley Sept. 6-8.

This is an evidence of construc-

tive interest in our industry that should be directly reflected in raising safety standards and helping dealers to better understanding. Ultimately, it will lead to lower insurance rates through the raising of standards.

These several, annual safety schools in various states for LP-Gasmen are among the most important aids offered to those seeking fundamental knowledge or wishing to broaden their existing knowledge of equipment, appliances, installation, and servicing procedures.

According to a recent NBPA bulletin, I. F. Statz, supervisor of fire prevention for the Wisconsin Industrial Commission, told all state fire marshals in a letter "The number of accidents through the use of 'bottled gas' has decreased almost 70% since the industrial commission bulletin sent to all chiefs last year. This is also due to the fine cooperation of the bottled gas dealers and distributors."

Elimination or reduction of tariffs by reciprocal agreements with other countries is an idealistic sounding program. Those concerned with this subject, however, need to give some attention to the immediate practical effects.

When a program of this sort presents a threat to an entire industry in the United States that has existed for many years, and on which the livelihood of thousands of workers

and their families depends, it becomes serious.

The meter industry is to be congratulated on the promptness with which it acted to bring its story before the Department of Commerce committee, and also on informing members of Congress on the situation. The importance of this question was shown by the action of union leaders in wiring their senators and representatives.

As we understand it, meters are involved with a lot of products in a broad scale attempt to ease or eliminate tariffs among the Atlantic nations. The situation will come to a head again at a meeting in England this fall. It would appear very unwise to take action which would enable the American market to be invaded with meters produced by cheap European labor, to the disadvantage of a well established and reputable American industry and its workers.

The Texas Butane Dealers Assn. is going to have an advertising and publicity campaign of its own. This, with the national one already launched, ought to drive the electric boys into a gloomy and unlighted cellar for some time to come.

Now if someone will start a movement to get the same support and encouragement for the gas industry

as Washington is giving the REA, there won't be anything to worry about except the Korean war until the next income tax deadline.

The wider distribution of natural gas, resulting from many new, large-capacity lines spreading out from the Texas and Louisiana fields to all parts of the nation, is not a handicap to LP-Gas dealers, most industrymen feel. For most part, these gas lines supply the large cities, but wherever they go the convenience and economy of gas is proclaimed, increasing the desires of everyone (especially in rural areas) to have this modern fuel.

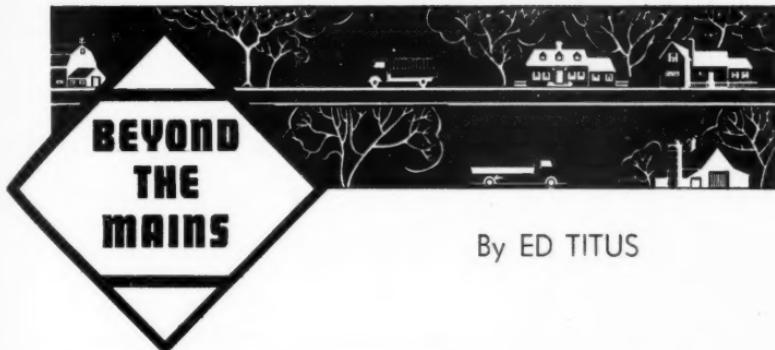
So the LP-Gas dealer, if and when he is affected, just moves out a little farther in his territory and finds a market he wasn't working before.



The order for 500 propane-powered motor passenger coaches for the Chicago Transit Authority is quite some shot in the arm for the power division of the industry. Coach use and other engine applications may rival the domestic field in volume of gas used before many years.

An Aug. 10 release from GAMA states that the first six months of 1950 showed a range production of 1,354,000 units, up 60% over 1949.

By Ed.



By ED TITUS

THE cooking load, in which the butane-propane industry scored its first big-time triumph with the consumer, still presents a tremendous opportunity.

H. Emerson Thomas, of Westfield, N. J., thinks there may still be 10,000,000 good prospects for cooking. Another operator says cooking and water heating business of his company for the first seven months of 1950 was more than 40% higher than the corresponding period last year.

The manager of a large and active bulk plant tells us he can see no end to the new customers who can be landed for cooking. In addition to those who don't use LP-Gas and who are logical customers, there's a continuing trend of migration from city to suburbs and country. Nearly all of these city dwellers are accustomed to gas. It's the most logical step in the world for them to continue with LP-Gas.

Development of suburbs and country beyond the mains, bringing with it a brand new list of prospects every month is likely to continue for as long into the future as anyone can foresee.

The only fly in the ointment is electric competition. And they are certainly sharpening their sales tools! As Roy R. Johnson, of Fuelane Corp., points out, it used to be a question of trying to get the cooking prospect first (and it's still worth while to try and do this). But today nearly every prospect listens to both the LP-Gas and the electric stories.

The current situation on electric vs. gas competition is reviewed in an article in this issue, for which Mr. Johnson is the principal source.

The electric people are being given some simple, punchy sales material. Their sales people are memorizing these arguments, which though often slightly off-base, still are in language easy to understand.

The electric fellows with their new sales material will have their arguments on the tips of their tongues, not just in the form of a lot of technical details in the back of their minds. In the article referred to above we've tried to present some thoughts on how the LP-Gas man can sharpen his sales arguments to meet the barrage of electric talk.

Due to the buying spree the public has been engaging in, many LP-Gas operators today are finding they are back in the rosy days when no selling was necessary. With customers lining up for appliances, some might question the need for even thinking about selling.

This, however, is a dangerous attitude. It's difficult to predict immediate trends, and better be ready to sell. Study of greatly increased production capacity of the United States shows this country should be able to provide both adequate civilian goods and adequate defense goods, except for some individual items, unless the war situation worsens greatly.

With everybody stocking up now, the buying spree could run its course, and necessity for real selling could start sooner than you think.

The defense picture in the next year or two might have the effect of booming some kinds of LP-Gas use—for instance, commercial cooking. The last war caused a terrific boom in restaurant and every sort of eating-out business. Laborers in new jobs far from their homes had to eat somewhere. Factories, shipyards installed their own enormous eateries. And there were army camps too, and how!

Incidentally, the industry needs to do some thinking, and promptly, on impressing Washington with its importance for allocation of materials, etc., in case that situation continues. Many in Washington don't realize the vital importance of our industry. It's new, and they haven't had a chance to grasp its ramifications, defensewise, and from the point of view of consumer health and well-being.



Now Is The Time To Sell Gas Ranges

This is the time of year when families return from their vacations, settle themselves down to regular routines, and plan for the year ahead.

Every family in the nation that is using oil or coal or wood for cooking is a major prospect for its first gas range. Every family that has been cooking with gas for 10 years or more is a major prospect for another gas range.

Totalled, that means that the LP-Gas dealers across the country have about 11 million logical sales to make to saturate the market. Ten million of these would be to those who are now without modern cooking facilities, and one million are to families whose ranges have been in use 10 or more years and who can be expected to show interest in the late models.

This is also the time of the year when great advertising and publicity campaigns to consumers are breaking to support the efforts of dealers selling ranges and LP-Gas. The Liquefied Petroleum Gas Assn., supported by the NGAA and GAMA, is broadcasting the story of butane and propane in national and state publications all over the land. And the American Gas Assn. is begin-

ning its multi-million dollar campaign in leading magazines to make every housewife aware of the pleasure and convenience and economy of cooking with gas.

Commercial cooking will be included in this effort to publicize the use of liquefied petroleum gas and arguments for this application will appear when the first nationwide sales campaign gets under way. It will be entitled "Proof of Profits Campaign" and will run from September through November.

This sales drive is designed to sell more gas equipment, improve the quality of equipment in use, and more firmly cement the relationship among gas companies, kitchen equipment dealers, and manufacturers.

The AGA program is titled the "Old Stove Round Up" and is directed primarily to those stoves which are outmoded by time or usage. The LP-Gas campaign will be directed to new, prospective range purchasers.

Much of this issue of BUTANE-PROPANE News is devoted to discussions of selling LP-Gas ranges and the opportunity to tie in dealer programs with national campaigns.

THE GAS INDUSTRY'S 1950 OLD STOVE

THE gas industry faces unprecedented opportunities for growth. During the past 10 years city gas customers have increased 29.6% and the records being rolled up by the LP-Gas industry are a source of gratification to all gas men and a matter of concern to our competitors.

With the ever extending network of natural gas pipelines and the increased activity of LP-Gas dealers, more and more people are realizing that gas offers the cleanest, most dependable, most economical means of cooking. It is instantly responsive to the housewife's wishes through burners that give a thousand different heats. Add to this low first cost, low installation cost, and practically no cost for upkeep and you have some of the reasons why gas range sales have spurted ahead 65% for the first five months of 1950 over the same period of 1949.

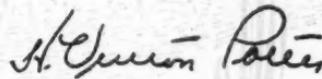
Now we are making plans for the biggest nationwide Old Stove Round Up ever held. Beginning September 1st it will blanket the nation, giving dealers

ROUND UP

new opportunities to dramatize gas superiority and giving smart merchandisers a chance to replace at least a million and a half of the old ranges which have rendered many years of faithful service but which should now be retired in favor of new automatic gas ranges.

Supported by the American Gas Association, the 1950 Old Stove Round Up will have a host of new features including all types of display equipment, merchandising ideas, low-cost door-openers, etc. It will be backed by American Gas Association national advertising; and 65 gas range manufacturers, members of the Gas Appliance Manufacturers Association, will support the program with their own promotional ideas.

The stage is set, and you, Mr. Dealer, are in the spotlight!



H. Clinton Rose

Coordinator of Promotion



Industry Saddles Up For Range-Riding Campaign—Sales Record Hovers Ahead

IT'S time to round 'em up again—those old gas stoves that have long passed their days of peak efficiency—and to replace them with modern automatic gas cooking ranges. The Old Stove Round Up, the campaign launched each year by the American Gas Assn. and the Gas Appliance Manufacturers Assn., is at hand, and the two associations have this year left no possibility unexplored that might help lay the promotional and advertising foundation for a record number of gas range sales during the drive.

From now until the end of the campaign, the effectiveness of the program is strictly up to the dealers, to round up those antiquated stoves (and don't forget the old wood, coal, oil, and electric ranges in this campaign), to take advantage of the promotional and display material available, to advertise and obtain local promotional tie-ins, to forge each sales force into hard-hitting "range-rider" teams, and to reap the harvest of a record number of gas range sales.

The Old Stove Round Up campaign is expected to top 1949's campaign sales, when 1,200,000 new gas ranges were sold. Total 1949 sales, 2,069,000. About 32,600 LP-Gas dealers, gas utility companies and appliance dealers, and 42 range manufacturers will participate in the round-up activities.

To help make certain that gas range prospects will have an idea of what's going on before the local dealer makes his bid for their business, the two associations (GAMA and AGA) are placing four-color and black-and-white advertisements in the "Ladies Home Journal," "McCall's," "Saturday Evening Post," "Good Housekeeping," "Better Homes and Gardens," "Woman's Day," "Family Circle," "American Home," and "Parents' Magazine." These ads will get extra emphasis and attention by their tie-ins with advertisements of the round-up program placed by gas range manufacturers in national and local publications.

To this end, AGA-GAMA, manufacturers, utility companies, and dealers will spend an estimated \$1,000,000 in national advertising and \$6,000,000 in local advertising, using magazines, newspapers, radio, television, and motion picture

channels of communication to get the story across. These expenditures are in addition to those incurred in the giant dealer-promotional campaign which is the forerunner of the actual campaign.

Further steps being taken in support of the industry's aim to sell 25% more ranges than last year include the dissemination of promotional brochures by AGA to gas utility companies, who will in turn distribute them to dealers; distribution of kitchen utensils and aprons for use as premiums, and suggested plans for local promotion: contests, theater tie-ins, displays.

Gary Cooper, the screen star, will play a part in the Old Stove Round Up, too. His new picture, "Dallas," to be released in October, will form the nucleus of a tie-in campaign, to be worked out in cooperation with theater owners. Warner Bros. studios are distributing a press book to theaters outlining methods of co-ordinating promotion for the film with promotion for the Old Stove campaign.

Among ideas suggested by AGA-GAMA for local participation in the "Dallas" part of the campaign are:

1. Use all of the available display materials.

2. Use the advertising mat service available through AGA-GAMA.

3. Arrange for a theater lobby Old Stove Round Up display before and during the local showing of "Dallas."

4. Work out contests to be sponsored by your company and the theater.

5. Give away cowboy hats at matinees.

6. Invite the theater owner to sponsor a "Dallas" float in your Old Stove Round Up parade.

In their own showrooms, AGA-GAMA say, dealers should really pull out all the stops. Salesmen should wear Western costumes; posters and banners should be prominently displayed, contests should be held among employees; Western music should be played; giveaways should be used to attract prospects. GAMA promotion even suggests roping off a vacant lot, into which will be poured the old stove-relics that the campaign will yield, as a constant reminder to passers-by that the time for replacing worn-out ranges is now. Prizes for the oldest stoves corralled are, of course, a major selling point in Round-Up campaigns.



OUTGUNNING THE ELECTRIC RANGE

By ED TITUS

Tips from Fuelane Corp. for your front line salesmen

NOW is the time to muster your arguments and answers in the increasingly severe battle between LP-Gas and electricity for the domestic cooking load beyond the mains.

In this article we'll present some of the facts and answers.

Many of these arguments and facts you've known all along. But your prospects probably don't know most of them, or aren't convinced about them.

You can teach salesmen and servicemen these facts so they'll have them on the tips of their tongues, not just in the back of their minds.

And perhaps from this article and from other reference sources we'll indicate you can build up a

brief, punchy sales manual of your own to fight electric competition.

Trade journals in the electric industry indicate that the electric boys, in their "Go All-Electric" campaign are really out for a battle, and in language the consumer can understand.

Your electric competitors now have or soon will have:

1. A new consumer folder, which they glibly state presents figures to



NO HARD-TO-CLEAN
ELECTRIC ELEMENTS



NO POWER BREAKDOWNS TO WORRY ABOUT

show that electricity is "best by test" as compared with LP-Gas for performing identical household and farm tasks.

2. A "highly effective" rate comparison folder—a pocket-sized salesman's guide containing competitive fuels information.

3. A new slide-film for customer meetings.

4. A sales training slide-film.

Into the ears of electric salesmen, and then into the minds of customers is being drilled batch after batch of electric propaganda. Often it is at odds with the facts. But it's in simple, alerting language. And the LP-Gas salesman must get his arguments down just as simply and dramatically.

Facts for this article have been supplied principally by Roy R. Johnson, vice president in charge of sales of Fuelane Corp., one of the largest LP-Gas marketing companies in the Northeast, doing business in New England, New York State, Pennsylvania, New

Jersey, Delaware and Maryland. (Incidentally, Mr. Johnson is well qualified because years ago he worked for the electric industry.)

Fuelane Corp. is headed by Charles Francisco, president. The company has 15 bulk plants in the nine-state area it covers. Headquarters office is at Liberty, N. Y.

In Fuelane's "Happy Cooking" 1950 catalog for sales and servicemen to memorize and consumers to see you have the principal arguments for LP-Gas cooking set off dramatically in big type with to-the-point photos and drawings:

Only With Gas Can You Have Instantaneous Heat.

You get peak efficiency instantly, automatically. Electrical elements are slow to heat, slow to cool. Each heating breaks down the efficiency of the elements until it is necessary to replace them.

Only a Flame Gives Smokeless Broiling.

The clean, intense, controlled gas flame consumes the smoke. Nothing



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TO HEAT—SLOW TO COOL.
ELEMENTS NEED REPLACEMENT

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NO SMOKY KITCHENS SMOKE IS UNAVOIDABLE WITH ELECTRIC BROILING

broils better than gas. The natural juices and flavor are sealed in. (Smoky kitchens are inevitable with electric broiling.)

Gas Cookery Is Clean.

No smoke—no sooty pots and pans. And only with gas can messy boilovers be eliminated. The instant gas is turned off, boiling stops. Electrical elements, slow to cool, continue to cook—causing boil-overs.

Modern Gas Ranges Save Gas, Save Vitamins.

New simmer burners save gas because the center simmer alone keeps a covered vessel boiling. More valuable vitamins and minerals are retained in foods because less water need be used. Steam in your kitchen can be eliminated.

Meat Shrinkage Cut 20%.

Low temperature roasting, made possible with new "Happy Cooking" ranges, reduces shrinkage, preserves the valuable natural juices.

Controlled Oven Temperature.

The controlled, carefully throttled flame doesn't vary more than 5 de-

grees in actual test. Electric ovens vary as much as 50 degrees. In meat cooking, where maintained low temperature is important, the variance could cause excess shrinkage.

The presentation of Fuelane, for the attention of customers and salesmen, goes on to point out with proof why LP-Gas is safer and dependable.

"Power failures can't interrupt 'Happy Cooking' metered gas service"—

And there are reproductions from the New York Herald-Tribune of Dec. 26, 1949, and the Webster, N. Y., Herald of Jan. 19, 1950, showing power lines downed by weight of ice.

"Save up to \$100 when you buy a gas range," is the clincher line, presented with proof, in Fuelane's catalog.

Showcase Your Arguments

So much for some of the most convincing arguments in favor of LP-Gas cooking as presented in the literature of Fuelane Corp.

What are some of the other methods of dramatizing the advantages so that the prospect will understand quickly and buy?

You know instinctively that the LP-Gas range is superior. You know that if your prospect buys one of the ranges of gadgets and push-buttons of your principal competition, the chances are good she'll regret it. But the competition has a story that sounds convincing on paper.

Here are a few thoughts and stunts suggested by Mr. Johnson,

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some of which Fuelane has worked out, and others tried by different companies:

It is said to cost a dollar per month per customer for replacements on an electric range. Think that over and have your prospect think it over. In addition to cost, there's the trouble and inconvenience of replacements.

The Natural Way To Cook

A gas range is the natural way to cook. The electric people year after year are struggling to do with their range what the gas people can by just "doin' what comes naturally."

With the gas range there's the minimum loss of water. An electric range often is boiling more actively than it should, or not boiling at all.

How can you dramatize the instantaneous heat of a gas range?

You can do it in your sales and demonstration room, if you have an electric range there. Your electric and gas range both start cold. Place a piece of paper on top of each and turn them on. In a second or two the paper on the gas range will catch fire. It will take perhaps a minute and a half for the paper on the electric burner to catch fire.

If you don't have the facilities to set up this demonstration in your own place, perhaps you can set it up elsewhere and put it on with witnesses and then get out a small piece of literature about it.

The above — instantaneous heat — is something of practical importance to your customer, far more important than some fancy theories and tables your electric



**NO BOIL-OVERS
WHEN GAS IS TURNED OFF
BOILING STOPS**

competitor will present.

Another point: With LP-Gas your customer can get exactly the quantity of heat she desires.

If you can get an electric and gas range together along with the proper recording equipment, you can put on dramatic demonstrations with a couple of pressure cookers:

On-The-Spot Tests

1. On ability to bring your cooker up to pressure, you can show the speed of gas.

2. On ability to maintain a given pressure, the gas range will stay right on the button. The electric will vary a great deal.

A device has been worked out to show these variations on a board the customer can watch.

Similar demonstrations can be put on with temperature of water.

Boiling over can be a problem on electric ranges. If it seeps over and

down into the range it can make plenty of trouble.

How about the deep well cooker, something electric salesmen have promoted?

Answer is that a pressure cooker is much better. In fact it's possible to put on a demonstration with a 1-gallon paint can, showing it's similar in many ways to a fancy deep well cooker of the electric range.

Keeping warm presents an important advantage for gas ranges —something practical that beats any amount of electric theory.

A gas range will keep 8 quarts of mashed potatoes warm for a whole day and into the next day. It will keep them from cooking further, just keep them warm.

A respect in which the LP-Gas range demonstrates its adaptability is that the size and shape of a pan makes no difference. No matter what the shape, gas will cook efficiently. It can even be a battered

pot or pan. With an electric range, on the other hand, the shape of a cooking utensil is extremely important. If the shape isn't right much heat will go to waste.

Here are a couple more respects in which electric claims do not stand up:

Twisting The Facts

In much of their figuring, they claim 49 to 68 pounds of LP-Gas per month are used by different sized families for cooking. Actually, less than 30 pounds per month per family is the usual LP-Gas consumption with a modern range, Mr. Johnson estimates.

Electrical salesmen make a point of alleged cleanliness of their ranges. As Mr. Johnson points out, there is no method of cooking that doesn't cause some dirt. It's not the fuel, but the cooking vapors and grease that do it. And electric ranges certainly do get as dirty



Front view of the New Lebanon, N. Y., bulk plant of Fuelane Corp., one of 15 similar plants.

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ROY JOHNSON



or dirtier than gas ranges, if neglected.

There's still another argument for gas in its simplicity, stacked up against the complications of the electric range.

If the prospect and her husband could get a glimpse of all the mechanisms in one of the typical 7-speed, modern electric ranges, they'd be wary of all the things that can get out of order! Particularly so if they could see the inside of the more elaborate push-button ranges.

So much for top burner performance, accounting for the larger proportion of cooking.

The Four Heat Zones

Turning to broiling, it's a well known fact that it is necessary to have a flame to do a good job and do it smokelessly. In the oven, gas is necessary to secure uniformity of temperature control.

Mr. Johnson states that modern, healthful cookery requires four general heat zones to achieve perfect cooking results—"and only gas can give this performance."

These zones are:

1. Full-on burner for quickly heating to cooking temperature.

2. Frying speeds turned down to any shade of heat for particular frying operation.

3. Center simmer heat for maintaining cooking temperature. A tiny burner holds cooking heat in any covered vessel from one quart or less to 8-quart size.

4. Keep-warm heat. Holds all foods at perfect temperature without further cooking or drying out. Melts chocolate or butter without scorching.

Where can you obtain scientific information and figures on performance of gas vs. electricity, if you wish to delve more deeply into the subject?

One source is tests conducted by the Harper-Wyman Co., of Chicago.

The Battle of Statistics

As a result of tests in the Chicago area, this company declares that:

"When propane gas costs \$9 per 100-lb. tank, electricity to be equal to the cost of gas for cooking must be priced at \$.02003 per KWH. At \$8 per tank electricity would have to cost \$.0176 per KWH. to equal the gas cooking cost, and at \$7 per 100-lb. tank of propane, electricity would have to be priced at \$.0152 per KWH.

"There is no question that LP-Gas with center simmer top burners is the most economical fuel in most territories. Not only is the initial range cost less and the installation cost cheaper, but the continuous operating savings in many cases of over 30% a year on stove top cooking definitely proves 'Gas Has Got It' economically."

This company calls attention to a number of facilities in electric presentation of alleged facts. For example, they point out that in

Comparative Cooking Heats — Gas And Electric Top Units

HEAT POSITIONS OF TYPICAL ELECTRIC TOP UNITS				HEAT RANGE OF GAS TOP BURNERS		
Seven Heat Switch	Coils in Use At Each Switch Position	Btu shown are approximate gas equivalents of Electric Inputs		Single Type Gas Burner Giant Size 12,000 Btu Standard Size 9000 Btu	Center Simmer Burner aGiant Size 12,000 Btu Standard Size 9000 Btu Center Simmer 1200 Btu	Basic Heat Zones required for Modern Healthful Cooking.
		Large Unit	Small — Unit			
Hi.		2100 Watts 11491 Btu	1280 Watts 6540 Btu			
Hi-Med.		1380 Watts 7606 Btu	890 Watts 4278 Btu			
Med.		710 Watts 3885 Btu	450 Watts 2462 Btu		1800 Btu	
Lo-Med.		525 Watts 2874 Btu	313 Watts 1712 Btu	In actual cooking practice, single burners cannot be reduced much below 1800 Btu, however, in the home observation proves the low turn-down rate averages about 3500 Btu. This is at least three times the gas needed for maintaining cooking temperatures in covered vessels.	1800 Btu 1200 Btu	
Lo.		348 Watts 1964 Btu	200 Watts 1094 Btu			
Sim.		178 Watts 974 Btu	113 Watts 610 Btu			
Sim.-Lo		131 Watts 717 Btu	78 Watts 427 Btu			
*Heat positions omitted in 5 heat switch.				NOTE: CENTER SIMMER top burners adjust to any shade of heat over a wider range. The tiny CENTER SIMMER burner alone cooks food gently and deliciously.		
NOTE: All heats of electric units are fixed.						

Chicago, the progressive rate for consumption of electricity is:

First 25 KWH. @ \$0.05 each
Next 75 KWH. @ .03 each
Additional KWH. @ .02 each

In giving cost comparisons, electric ranges salesmen assume that the first 100 KW are being used for lights, clocks and other electric appliances. They therefore say that to add an electric range would

Harper-Wyman Company, Chicago, Illinois

mean that the lowest rate per KWH should be used to compute cost.

"This assumption for 100% of the cases is far from the truth, since many families do not use enough KW hours of electricity to get into the lowest bracket," Harper-Wyman points out.

"A fairer method would be to take the average rate per KWH for the entire amount of electricity used in computing the cost per KWH."

After experiments with a typical week's menu for top-burner cooking, Harper-Wyman computations showed that in the Chicago area a saving in fuel cost of 37.7% can be made when a center simmer LP-Gas range is used for top burner cooking instead of electricity.

Tests Favor Gas

The Harper-Wyman Co. also has made tests in which gas excels electricity in regard to heating time with vessels half filled with water; heating time with one cup of water in each vessel; and other tests.

Some basic material of value to the LP-Gas man is available at small cost from the American Gas Assn. in New York. For example, a bulletin of that association entitled "Investigation of Domestic Cooking by Gas and by Electricity" includes a table comparing oven temperature control of electric and gas ranges and much other valuable data.

Now make up your own brief sales manual.

West Coast LP-Gasmen Ready To Go Back To School

Berkeley, Calif.—the University of California, to be exact—will be headquarters for many LP-Gasmen during

the three-day LP-Gas service school Sept. 6-8. According to K. B. Jacobsen, West Coast secretary, LPGA, co-sponsor of the school, well over 100 are expected to attend.

Actual demonstrations and question-and-answer periods will be featured,

together with solutions to service problems peculiar to Pacific Coast dealers. Bound copies of the course will be given to registrants.

The committee for the Western LP-Gas school has been under the chairmanship of W. A. Buehler of Los Angeles.

The subjects to be covered during the three-day school will be as follows:

Properties and characteristics of LP-Gas.

Transfer of LP-Gas.

Proper customer storage and piping installation.

Safe practices in delivery of LP-Gas.

Fundamentals of a gas regulator. Principles of combustion.

Pilot generated controls.

Electric controls.

Installation and servicing of water heaters.

Venting.

Problems of space heating.

Customer relations.



K. JACOBSEN

There's a Commercial Cooking Load in Every Town

STAFF WRITTEN



THE suburban and country restaurants that dot the landscape in the vicinity of New York City, as well as in Westchester county, N.J., Long Island, and up into New England are most of them today exhibiting a marked preference for LP-Gas for cooking.

Proprietors of some of the most famous spots, historically, and the most popular, are thoroughly sold on the fuel.

And night clubs are an example of the opportunity this kind of business presents for the LP-Gas operator.

Eugene Harvey, owner of Marni's, a restaurant and night club in Yonkers, N.Y., a few miles north of the New York City line, has been a satisfied user of LP-Gas for 14 years. He secures his supply from Suburban Propane Gas Corp. The methods of supplying and servicing Marni's have been described for BUTANE-PROPANE News by Carl M. Schroeder, manager of Suburban Propane's 90,000 gallon bulk plant at Mt. Kisco, which serves all of Westchester and Putnam counties and part of Dutchess county in New York State, and part of Fairfield county in Connecticut.

Marni's could quite easily have

A battery of commercial cooking equipment at Marni's night spot, Yonkers, N.Y., showing a Garland range with hot top section (left), two deep fat fryers, a griddle, large broiler, and warming oven over broiler.

Photos: Manugian Studio.



Two 500-gal. tanks and one reserve cylinder, which is a typical Suburban Propane setup for restaurants like Marni's.

city gas, since the mains are nearby and could be extended to this establishment without great expenditure. Mr. Harvey has always used propane, however, finds it completely satisfactory, and prefers to continue with it, he states.

His present establishment, a new, beautifully decorated, popular resort, which is jammed to the gunwales, and with people turned away every Saturday night, could be a model for LP-Gas operators who seek to serve similar high-class establishments which are found on the outskirts of nearly all cities.

Marni's is at 1111 Central Park Ave., Yonkers, not far from the Cross County Parkway.

Mr. Harvey had used propane for 11½ years at a smaller night

club across the highway, accommodating 250 guests. Once he had decided on Suburban Propane, it was just a matter of making the necessary calculations.

This figuring turned out to be on the button, because even on Saturday night, when 800 or more often are served in a few hours, the fuel never has let him down.

Steak after steak, lusciously broiled, comes sizzling out, along with all the other fancily prepared dishes demanded by New Yorkers and Westchesterites who, when they're out for a good time, are the most exacting patrons in the world.

Planning the Job

In planning and figuring a job of this sort, Mr. Schroeder, the manager, as well as the sales manager, and others put their heads together. If specialized problems are involved, one of Suburban Propane's engineers out of the head office will join the planning team. The range manufacturer also is consulted.

It is difficult to find exact formulas for deciding on the setup for a job of this sort. A study is made of total meals served, of hourly peak loads, of kinds of orders placed, total number of patrons, and number of hours per day and per week the chef is going to have each appliance turned on.

Then good old instinct and experience come into play. The new installation is studied in relation to other similar ones. The experience and the hunches of the restaurateur are drawn upon.

EUGENE HARVEY



Finally a blueprint of the proposed appliance setup is prepared by Suburban Propane, along with estimates of the cost, including installation, and the cost of gas. The blueprint is sent to the manufacturer for comment—in this case Detroit-Michigan Stove Co., manufacturers of Garland equipment.

In the case of Marni's, with a capacity of 500; peak load of 800 customers in four hours of rush, late Saturday night; and parties of up to 450 people served a prime ribs of beef dinner, the following kitchen setup was decided on and proved satisfactory:

Marni's Battery of Ranges

A battery of Garland equipment, from left to right as the chef faces it, as follows: Garland restaurant range, a hot top section of range, two deep fat friers, a griddle, a large broiler, and a warming oven above the broiler.

There is also a propane-fueled steam table about 15 feet long, two propane-fueled coffee urns, and a three-burner propane-fueled Silex.

Mr. Harvey's only suggestion about the kitchen equipment is



Marni's restaurant and night club, a 500-capacity establishment in Yonkers, N. Y., where LP-Gas is making good in a big way. Installation was by Suburban Propane Gas Corp's Mt. Kisco, N. Y., plant.

that with business the way it has been developing at the peak time Saturday night he could use an additional broiler. He'd like one with flame hitting the steaks on both sides.

More Steaks Mean More Gas

Ninety-five per cent of patrons order food, including a large quantity of steaks and prime ribs. Fifteen or 20 shells of beef are used in a week, along with some 30 32-pound turkeys and some smaller turkeys.

There are two 500-gallon tanks connected with the kitchen by a line of three-quarter inch copper pipe. Pressure is 11 inches water column at the ranges.

This installation, along with practically all others of Suburban Propane, is metered. Consumption averages about 5000 decitherms,

equal to about 2325 pounds a month.

A Suburban Propane tank truck calls every 20 to 30 days to fill the tanks, the interval depending on how busy the season is.

Suburban Propane's distribution out of Mt. Kisco is bulk, with 11 1000-gallon tank trucks doing the job, Mr. Schroeder stated. Ten of these trucks can be loaded at one time at night. (This plant's sole exchange cylinder installation is a lighthouse of the Coast Guard in the Hudson River.)

At least once a year an exceptionally thorough checkup and servicing is scheduled. A crew of men goes to work during the slack or closed down period, graphiting valves, checking controls and operating pressures.

At Marni's, which is open from 4:00 p.m. often to 3:00 a.m., servicing is done in the morning.

Stress Economy, Efficiency, Dependability

To Sell The Gas Range

If you are an LP-Gas dealer appealing to customers in small towns or rural areas you know that in most cases your selling job is two-fold. You must sell the prospect on bottled or tank gas as a fuel if she has been using electric, coal or oil, and then sell her the range that provides the features and conveniences that best suit her needs. In other words, you must stress economy, efficiency and dependability of both fuel and range at the same time.

Let's talk first about the economy part. I am convinced that this is of utmost importance in the minds of rural or small town housewives right now. We never should lose an opportunity to point out that our range practically pays for itself over the years in food and fuel savings. In fact, an occasional exhibit, window display (if possible), or other visual selling idea might help a lot in dramatizing the economy of LP-Gas and a good LP-Gas range.

As an example, you might use a small exhibit featuring a pile of dollar bills and silver or a bowl of pennies. The cash, it could be explained, represents savings in average up-keep per year over competitive cooking services. This is due to lower fuel cost, lower first cost, and the "gas miser" range, in addition to the fact that there are no

By HAROLD TILEY

Sales Manager, LP-Gas Division, Caloric Stove Corporation, Philadelphia

units to burn out and need replacing. In the case of many good gas ranges remind the prospect that the burners carry a lifetime replacement guarantee. This guarantee will appear in the manufacturers' literature and is one of the important factors in making a sale.

Incidentally the money display mentioned above, besides driving home the idea of economy, might excite some curiosity and bring people into your store. You could even offer small prizes for the most accurate guess as to how much money the pile or bowl contains.

Live Range Needed

After economy we naturally talk about efficiency and cooking speed, and there is no surer way to demonstrate the efficiency of an LP-Gas range than through a live hook-up.

Beginning at the top of the range where 80% of all cooking is done, explain the use of the giant as well as the regular size burners. Show the prospect how the high burner flame quickly brings water to a boil; at the very next instant it can be turned down to the simmer flame and the water keeps boiling without excessive steam. No waiting for burners to heat up,

and no lingering heat to over-cook or scorch food. A whistling tea kettle will do the job. The whistle indicates excessive boiling without raising water temperature, and stops as soon as you turn down to the center simmer flame.

If the prospect owns a pressure cooker she will appreciate all the more the value of instant heat response, for pressure cooking demands exact control to avoid mishaps. As an additional check, recommend a minute-minder which can be set to time cooking operations just like an alarm clock.

Simmer Flame Saves Gas

Slow simmering, the kind that makes foods so tasty and wholesome to eat, is especially easy on a dual burner range. The position will be indicated on the manifold panel or by a "click" at the proper setting, or both. This heat, which shows full flame only on the inner ring of ports, keeps food at a gentle boil, using neither more nor less flame than necessary. Naturally this saves a lot of fuel, too, in most cases up to 39%. The center simmer flame also makes possible waterless cooking.

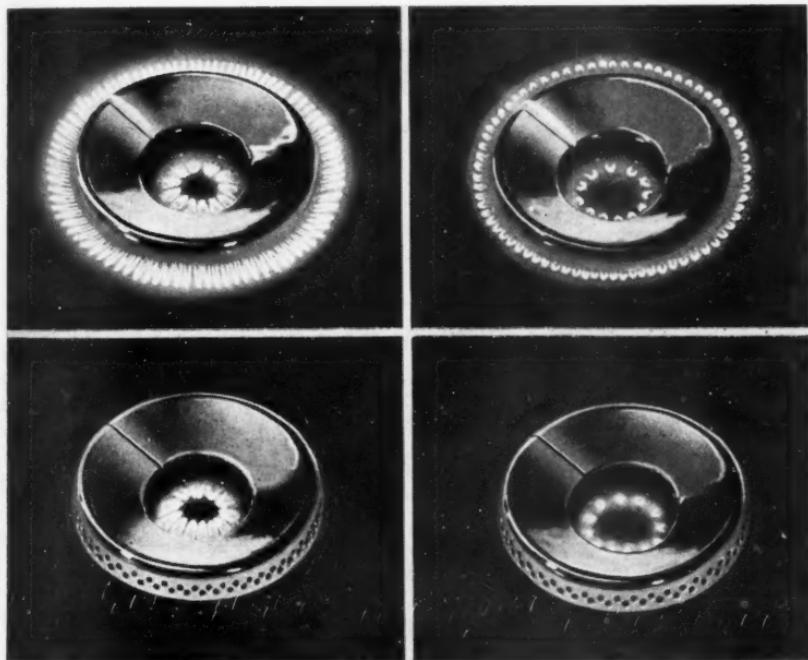


Fig. 1. Dual burner—full, low, simmer and keep-warm flames.

Now this type of top burner cooking is not only efficient from the standpoint of quick, flexible heat. The burner heads are far easier to keep clean than any electric unit.

Take the porcelain enamel grates and aeration pans for a starter. Let's show our prospects, by actually doing so, how simple it is to wipe off grease stains and food particles with a damp cloth. After that show her how easily the burner heads can be wiped off—how no spots or greasy grime can mar their smooth surface. And if you are demonstrating that type of range, show her how the entire burner can be lifted out in case of a spill-over and thoroughly washed in the dishpan.

Before we finish talking about the top of the range let's remind our prospect that the clear blue flame of a gas burner eliminates the pot-scouring and scraping that used to be her greatest bugbear. Burner heat remains under strict

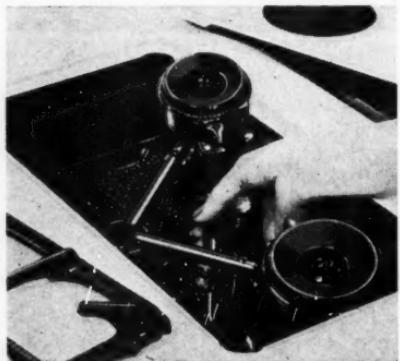


Fig. 2. Removing top burners.



Fig. 3. Automatic oven heat control.

control, as we have noted, so it can't flare up around the sides and cause ugly scorch marks. She will also find that food no longer seems to boil dry the moment her back is turned. Again that accurate, low efficient heat.

Automatic Oven Heat Control

I would first explain the automatic oven heat control which eliminates all guesswork as to whether or not the oven is keeping to the correct temperature. An automatic thermostat holds any degree of heat set on dial, never fluctuating more than a few degrees either way. You may know all about this, but you'll find it news to many prospects, especially those who are used to coal or oil stoves.

If your prospect appears to be specially interested in baking and roasting explain the many optional features which could add immensely to her pleasure in the use of

her LP-Gas range. For example, the oven window and interior oven light. Suggest that she tap the glass of this window to convince herself of its thickness and fine construction. Point out that it is air-sealed between double panes to prevent clouding. And how convenient it is to be able to see into the oven without opening the door!

The automatic oven time control, another optional feature, makes possible absentee cooking. The clock needs only to be set at the time she wants her oven meal to start cooking, and for the time when it should be finished. Meanwhile she can enjoy a carefree afternoon or go about her household duties, knowing that her meal will be ready when she returns to her kitchen.

Broiler Advantages

It won't be hard to convince any prospect as to the advantages of flame broiling, but you can tell her that on an LP-Gas range she can broil with the door *closed*.

Over and above all the advantages of special features, remind the prospect of the "lifetime" service of the range you sell. When you convince her how long the range will last in service, and divide that into the purchase price, she will be amazed at the actually low cost of the appliance.

More important than this "demonstrate to sell" policy is getting prospects to whom you can demonstrate.

Use the user. Get prospects' names from present customers by offering some premiums for any ranges sold to these "leads."

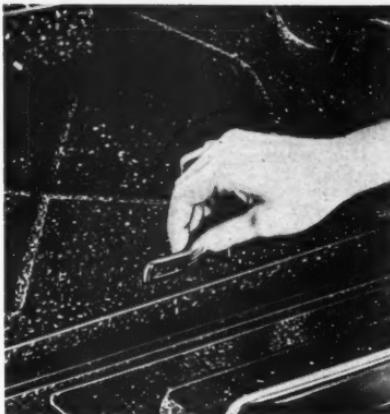


Fig. 4. Removable oven bottom.

Use direct mail to let people know who and where you are; or local newspapers if they effectively cover your sphere of operation.

Exhibit at local fairs. Enlist the help of granges and clubs by turning members into salesmen for the benefit of their organizations.

There are any number of effective methods of promoting your sales. The sales representatives of the ranges you carry will help you. They have literature and ideas to pass along.

Descriptions of Illustrations

Fig. 1. Dual throat burners are actually two burners in one. With dual valve turned high, both the outer and inner rings of flame are at full speed for fast boiling or frying. Both flames turn down together for variety of speeds until "Click" position is reached on the valve. Then the other flame is extinguished entirely while the center flame, at full efficiency, provides the proper heat for maintaining boiling temperature.

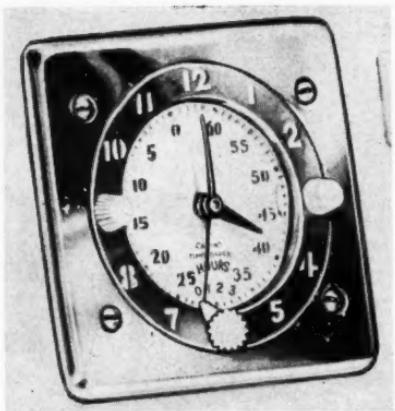


Fig. 5. Clock and 4-hour interval timer.

The center simmer flame now may be turned down to a tiny flame to keep foods warm without further cooking.

Fig. 2. Top burners are easily lifted out in the case of a spill-over and can be washed with soap and water in the sink. Grease and foods will not adhere to the porcelain finish. The burner box can also be wiped clean with a damp cloth while burners are out. They are easily replaced in the proper location by slipping the burner throats over the valve spuds and letting the burner assembly position itself in the "rest" built into the burner box.

Fig. 3. Automatic thermostat maintains oven temperatures at predetermined heat shown on dial, from 250° F to 550° F. Gas ovens do not overshoot and undershoot due to on-and-off operation, but maintain a steady heat determined by automatically controlled input of gas.

Fig. 4. "Observador" oven has double-pane, air sealed glass door of Pyrex. Oven is also equipped with an interior light set flush with the rear

wall of the oven to save oven space and prevent shattered light bulbs. Bulb is special heat-resistant type set in receptacle and covered by shatterproof glass lens to keep cooking deposits away. Entire lens assembly is easily removed for replacement of bulb from front of range. The insulated oven bottom is removable both for cleaning and easy access to the oven burner.

Fig. 5. Ranges can be equipped with this electric clock and 4-hour interval timer to time cooking jobs anywhere up to 4 hours.

Optional equipment on "CP" gas ranges is the clock which automatically controls oven operation. After setting the oven thermostat at desired temperature and placing food in the oven, the clock is set at the time cooking is to stop, the required hours of cooking time, and the button put on automatic position. At the proper time of day the gas automatically goes on, the oven lights and cooks the meal as indicated, and turns off at the time set, without anyone in attendance.

THE RANGE PICTURE

Total gas ranges in use—27,083,000 (1949).

Total LP-Gas ranges in use—5,150,000 (1949).

Total ranges sold last year—2,069,000.

Total LP-Gas ranges sold last year—490,700.

The LP-Gas market:

Replacements (10 years or older) 1,000,000.

New sales potential—10,000,000.

Total prospects—11,000,000.

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COMPLETE LINE OF RADIANT HEATERS

Model 44, right, beautiful Early American Style. Seven other fine Adams Radiant Heaters you can sell profitably. Adams Fireplace Inserts and Wall Heaters are unmatched in Quality and Performance.

CHEERFULATORS OFFER

- Lowest Operating Costs
- Unusual Heating Comfort
- Life-Time Porcelain Finish

Adams Cheerfulators are built to do the kind of home heating job that really keeps your customers sold. Two sizes available. All controls are Factory Mounted, keeping your installation costs at the minimum.



Write for Catalogue and Prices

ADAMS BROS. MFG. CO., INC.

Established 1898

1500 NORTH AVE., W.
PITTSBURGH 33, PA.



"Thoroughly Analyze Your Prospect"

By KEITH CLEVENGER
Sales and Economic Consultant,
National L-P G's Institute,
Tulsa, Okla.

Service, Safety, Sales

Part 2.

1. PLANNING YOUR SALE

Planning your sale—individual or program—demands knowledge and understanding. Here are four requirements:

1. Knowledge of your product and/or service, the quality of workmanship and service involved, as well as your firm's policy of fair dealing with and satisfaction of its customers;

2. Understanding of the many advantages your product or service offers your prospect or customer as compared with similar products or services which he could be or is using;

3. Knowledge and understanding of the home and/or farm needs and the seasonable conditions that should influence purchase of your's or a com-

petitor's products and services, in order that you may better time your approach and plan the nature of your presentation; and

4. Thoroughly analyze your prospect, his or her personal habits, hobbies, associations, etc.; his or her financial status (income or earnings), position of leadership in the community, etc.

The first three of these preparatory steps are matters that should be very largely secured through your personal study and research, and your firm's sales programs and literature.

This will be greatly facilitated if the firm has maintained an up-to-date card file on all existing customers and prospects, their present uses and prospective needs, condition of presently used equipment and appliances, as much personal information concerning each as

*This DINER
Bought the Best to
Produce the Best*

*and Slashes
Costs and
Shrinkage*



The OAK LANE DINER

Located on North Broad at 66th Street, Philadelphia, Oak Lane Diner is a smart, modern institution—with a reputation for the food produced in its Blodgett No. 959 Monel Oven.



"It's step-stoop-and-space-saving," says Ray Wiley, Oak Lane Diner proprietor, of his All-Monel Blodgett No. 959 Sectional Gas-Fired Oven.

All roasting meat preparation is performed at low temperatures in this oven—with resulting savings in meat shrinkage and in fuel. And pies, pastries and puddings are produced at the same time.

Write for literature concerning today's most versatile "cooking tool"—the Blodgett unit designed to meet your feeding problems!

ONE HUNDRED YEARS OF
OVENS
THE G. S. BLODGETT CO., INC.
50 LAKESIDE AVE., BURLINGTON, VERMONT

possible, their attitude toward the firm and its service, records of previous contacts, etc.

If such a record has not been kept you should, with the assent, and if possible, the assistance of your employer, prepare such a reference file. It will save you, and him, many miles of useless travel and countless hours of worry and profitless effort. Such a record properly prepared, constantly checked and revised in the light of changing conditions, is the very foundation of any successful selling effort.

The fourth step mentioned above depends almost entirely on your ability to make acquaintances, successfully study and understand human nature and behavior, and to point your approach to each prospect on the basis of this sort of analysis rather than on the basis of the individual "you hope" to meet, or the one "somebody told you" you would meet.

No two prospects have the same identical personalities, problems or living habits. Neither do any two salesmen experience exactly the same reactions in their contacts with the same prospect. That is why this fourth step in planning your sales approach and presentation depends so much on the thorough and conscientious manner in which you study and analyze each prospect's personal, business and social characteristics. With this knowledge you are better able to plan your sales program because you have a "better line" on your prospect, hence a better idea which sales points to stress.

Four Major Human Desires

There are really only four major desires that motivate human beings, and hence constitute their urge for buying anything. Every sale that has ever been made has been prompted by one or more of these desires. They are:

PROFIT

Making or saving money. (Probably the youngest of all human desires, but very vital in modern business).

PRIDE

Of ownership, appearance, position in community, ability to afford the newest and best.

COMFORT

Health, convenience, saving of time, extra steps, and effort; providing time for other more pleasant activities.

PROTECTION

Of life, security, investment. (The oldest of human desires, dating back to primeval ages and man's discovery of fire).

Profit

While PROFIT is the dominating influence in buying for commercial and industrial production and re-sale, it is playing an ever more important part in the sale of LP-Gas for certain uses on the farm, viz.: tractor fuel, flame cultivation, dehydration, orchard protection, animal and poultry production, etc.

Now, that's a brand we know!



Jane and Joe America have *definite* ideas of brands they prefer in everything from cigarettes to motor cars. And when they think of modern LP-Gas water heating and home heating, it's *Bryant* that rates first!

When you feature Bryant equipment, you benefit by association with a name known for quality through nearly a half century. From many satisfied users, your prospects have heard of Bryant comforts, conveniences and reliability.

And you know the Bryant you sell will operate efficiently on LP-Gas because it is designed specially for that fuel.

Like to have people march in or call up, pre-sold and ready to sign your contract? That can be a regular occurrence when you sell Bryant *the brand they know best!*

Write Bryant Heater Division, Dept. 207, Affiliated Gas Equipment, Inc., 17825 St. Clair, Cleveland, Ohio.



The most complete line of gas heating equipment
in the nation

Pride

The PRIDE motive is always a vulnerable and sensitive approach to the man or woman who is proud of his or her position in the community. There are certain recognized "leaders" or "bellwethers" in every neighborhood—the township trustee, school committeeman, and others who lead the way for their neighbors. They are proud of their position of leadership. Their neighbors are quite frequently proud of their ability to have the same comforts and conveniences these "leaders" enjoy.

Comfort

The COMFORT urge is probably the most potent desire of the American people, and the reason for the expenditure of more money annually than all others. The American "standard of living" has been drummed into us through press, radio and platform—the right of every American to the comforts, conveniences, and labor-saving devices that our "genius has produced" and made possible for all. It is probably the most-used of all appeals that influence people to part with their earnings and savings. If we have something, and we do, that will appeal to and satisfy this urge for greater comfort and convenience, more time for other activities than the usual household

drudgery, we should not hesitate to call attention to the value of our service in this respect.

Protection

The PROTECTION desire, insofar as our business is concerned, is very closely related to the profit urge. Protection of crops, herds, and flocks; protection of the health of the family through better-refrigerated and better-cooked foods; improved sanitation and heating facilities; lessened need for medical attention, and healthier and more productive bodies; in fact, better living in every rural community, on every American farm—everywhere beyond the gas mains—becomes a fact rather than a dream if the service you have for sale is really sold on the basis of how it will help your prospect to achieve a higher standard of living and production. After all, that is all he or she is interested in. If your service, properly presented and sold, will do these things, well and good. Quite naturally, he or she is not interested in spending money with you, or anybody else, for anything less than the accomplishment of one or more of these advantages or desires.

Who Are Prospects?

Who are prospects, and how do you interest and eventually sell them?

The majority of your prospective customers are farmers, particularly those progressive farmers who own their property and take pride in its productiveness and appearance of prosperity. Obviously, you cannot possibly know all of these prospective customers. There are several methods, however, of learning who they are and what they are.

I. COUNTY OFFICIALS

First, there is the county farm agent and the county home economist or advisor. They have intimate knowledge of every farm family in the community, their needs and desires, their ability to pay. Get acquainted with these very important farm service people. Secure their confidence and interest, and eventually their support. The electric industry, private utility and "coop" (REA), has long followed such a program. Furnish the equipment and gas for an LP-Gas carburetion installation for a tractor or farm pumping power at the next plowing, terracing or orchard-spraying demonstration. Supply the home economist with the necessary appliances, equipment and fuel for cooking and canning demonstrations. Supplement such services by keeping both of them supplied with latest information on the superiority and economy of LP-Gas for those farm uses in which the element of heat is the principal requirement. Your first few attempts of this nature may not secure the desired results, but persistent and intelligent cultivation of these two very important people will get those results.

2. THE SCHOOLS

Second, follow a similar course in the cultivation of the schools of your area and their home economics supervisors. If your schools do not have such a supervisor or teacher you can provide your own demonstrations in cooking, baking and canning efficiency and economy of LP-Gas. Practically every schoolgirl is a prospective housewife. Therefore, if she learns early the value and superiority of LP-Gas for cooking, water heating, refrigeration and space heating, she not only is



**Study Human Nature
And Behavior**

an excellent future prospect for the service but quite likely will help to speed up the sale of this ideal service to her own parents.

3. ORGANIZATIONS

Third, farm organizations, 4-H clubs, rural churches and lodges, new arrivals and property purchasers, the new bride and groom, all are worthy of like cultivation and educational effort.

4. LOCAL BANKERS

Fourth, local bankers, particularly if they are farm-minded, and most of them are, should be kept informed and contacted for new prospects. In such a manner many a prospect, otherwise unobtainable, may be found and turned into a profitable customer. Likewise, builders, architects, lumber and building supply firms are likely leads for prospective customers and should be contacted frequently.

5. SERVICEMEN

Fifth, the service and installation men of your firm, the gas delivery men, all employees of the firm who are in daily contact with the customers can furnish valuable leads to prospective customers. If the firm does not offer them an incentive in the way of extra remuneration or commissions for sales

or "tips" leading to sales, make your own "deal" with those who will and do cooperate with you. And, remember, make it well worth their time and effort!

Of course, all of this is work. But all selling is work, aided by constant observation and ingenuity, making new contacts and helpful friends every day of the year.

Continued Next Month.

Rulane Gas Co. Acquires Two LP-Gas Companies

Piedmont Gas Co., with plant at Liberty, S. C., and offices at Liberty and Seneca, S. C., has been purchased by Rulane Gas Co., Charlotte, N. C., according to W. S. Lander, president of Rulane.

The Piedmont plant was operated on a tank truck basis with approximately 700 customers. It was absorbed by the Piedmont Rulane Co., of Greenville, S. C., and the customers will be served from that point.

A new Rulane plant is nearing completion in Wilson, N. C. In connection with the new plant in Wilson, the company has purchased the Green's Fuel Gas & Appliance Co. in Rocky Mount, N. C., approximately 18 miles from Wilson. Appliance stores will be operated in both communities.

Coastal Butane Gas Corp. Opens New Branch

Coastal Butane Gas Corp., with offices in Charleston and Summerville, S. C., opened a branch in Fairfax, S. C. in June.

J. M. Lawson is manager of the company.

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RELIANCE REGULATORS

ARE DESIGNED AND TESTED
TO MAKE L-P GAS BEHAVE



A Reliance Regulator will make gas behave in every conceivable regulating application in the liquid petroleum industry. The wide range of sizes with many variations of Reliance Regulators provide positive and uniform control for all pressure conditions in L-P gas lines.

Since the birth of the L-P gas industry, Reliance Regulators have been preferred for their originality of design, by which positive lock-up and absolute control of

steady outlet pressure are assured under variable loads and inlet pressures.

Simplicity reduces installation costs, minimizes maintenance service, reduces size and weight for convenient handling. To make your L-P gas system behave, install Reliance Regulators.

BULLETINS ARE AVAILABLE ON THE COMPLETE LINE OF APPROVED RELIANCE REGULATORS.

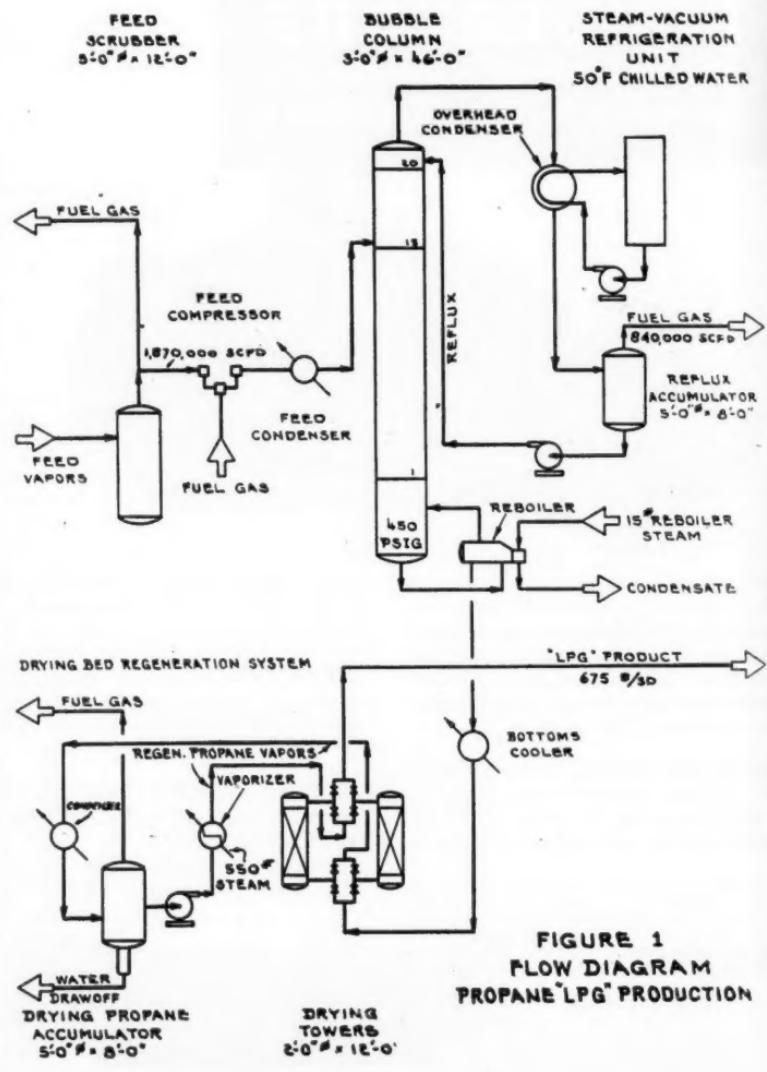
AMERICAN
METERS

RELIANCE REGULATOR DIVISION

AMERICAN METER COMPANY
INCORPORATED

1000 MERIDIAN AVENUE, ALHAMBRA, CALIFORNIA

Sinclair Marcus Hook Refinery



New Refinery Production Will Serve Northeast Dealers

SINCLAIR Refining Co., New York, placed on stream at its Marcus Hook refinery last March 1, a new unit with a capacity of 1100 B/SD of liquefied propane gas. Construction of this unit, which was designed and built by Sinclair personnel, was started on July 1, 1949, and since going on stream it has been operating continuously. Currently it is producing an extremely dry, low olefinic content LP-Gas product which meets all NGAA specifications for commercial propane.

This operation was undertaken to meet the ever increasing demand for liquefied petroleum gas in the North Atlantic seaboard area. Heretofore shipments of LP-Gas to this market were made from the Mid-Continent area, but this proved to be economically unsound because of high freight rates and delays in transportation. Hence it was decided that a source of supply near-

By H. F. THOMPSON
Chief, Technical Department,
Sinclair Refining Co.,
New York City

er to points of consumption was necessary.

In this new plant the butanes and lighter hydrocarbons are recovered from cracked distillated stabilization operations and treated in sequence with biethanolamine and caustic solutions for the removal of hydrogen sulfide and mercaptans. This hydrocarbon stream is then subjected to a high pressure (1000 psig) catalytic polymerization operation wherein 85%-90% of the propylene-butylene content is reacted. The propane and lighter hydrocarbons stream from the polymer de-propanizer is charged via gas driven reciprocating compressors to a 20 tray de-ethanizer which fractionates out

TABLE I

Feed Mol. %	Release Gas Mol. %	L.P.G. Liq. %
Methane	4.6	10.2
Ethylene	4.7	10.5
Ethane	29.9	65.5
Propylene	4.6	2.0
Propane	56.2	95.5
	100	100
		100



Take a
good look at

THE NEW MALLEABLE IRON

- ◆ No Porosity!
- ◆ High Impact Strength!
- ◆ Excellent Corrosion Resistance!



WEATHERHEAD #1881 UNIVERSAL HEAD

Contains all the fittings necessary for servicing the Butane-Propane storage container, with the exception of the relief valve and the liquid level gauge. The malleable iron manifold has a $\frac{3}{4}$ " pipe thread to accommodate a dip tube for the filler valve—speeds up the normally last filling rate.



Look Ahead With

Weatherhead

The Mark of Quality

THE WEATHERHEAD COMPANY, CLEVELAND 8, OHIO, U.S.A.

85%-90% of the propylene-propane content of the charge for LP-Gas sales. The composition of feed, overhead and bottom streams of the de-ethanizer operations are as shown in *Table I*.

A 126 ton/day capacity steam jet refrigeration unit is used during the warmer months of the year to provide 50°F cooling water for the reflux condenser of the de-ethanizer. A stuffing-boxless type centrifugal pump has given trouble-free operation in this rather difficult de-ethanizer reflux service. In order to prevent "frosting" of the overhead release gas pressure control valve and the downstream line from it, an all-welded shell and tube steam heater was installed between the gas outlet from the reflux accumulator and this gas release valve.

LP-Gas, the bottoms product of the de-ethanizer column, flows on level control from a cooler through an activated alumina drying tower and thence into "bullet-type" storage vessels. Three such vessels of 600 barrel capacity each have been provided along with tank car and truck loading facilities.

Regeneration of the alumina is accomplished by stripping the adsorbed water from the drying beds with 3500°F propane vapors. A closed system is employed from the regeneration of the alumina beds and consists essentially of a propane accumulator, a small centrifugal circulating pump, a vaporizer in which 550 psig steam is used for vaporization and superheating, and a water cooled exchanger to condense the propane and the water

vapor effluent from the drying bed. The water desorbed from the drying bed separates out in the accumulator and is withdrawn from a well at the bottom of the accumulator. The towers are currently on a 24-hour drying cycle with regeneration now being accomplished in 6-12 hours.

General design and current operations of this unit are as shown in flow diagram herewith.

Firm Announces Consolidation Of Midwest Distributors

Announced recently was the consolidation of the Butane Sales & Service Co., Centralia, Ill., Tri State Gas Co., Paducah, Ky., and Tri State Gas Corp., Mt. Vernon, Ill. According to Kenneth McKinney, secretary-treasurer, the new company, Tri State Consolidated Gas Co., will headquartered in Paducah.

Other officers and directors include Byron O. House, chairman of the board, Thornton Casey, executive vice president, and Judson Casey, vice president. James E. Moore and Ernest Murphy are directors.

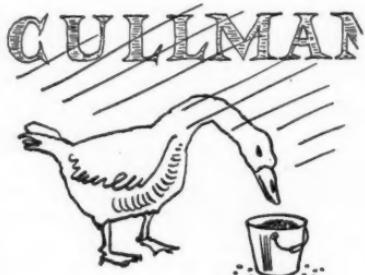
New President Elected By Midwest Research Institute

The executive committee of the board of governors of the Midwest Research Institute, Kansas City, Mo., has announced the election of Charles Newton Kimball to the office of president.

Other officers of the institute are: George E. Ziegler, director of research; Leon T. Swan, vice president and treasurer; S. C. Lechtman, secretary; and V. L. Barnett, assistant treasurer.

Goose Gets Good Gallery

By MYRA HILDERBRAND



A CLEVER merchandising stunt which drew hundreds of visitors and considerably stimulated sales for Cullman Butane Gas Co., Cullman, Ala., during May, was a "Goose Guessing Contest" staged in the store window.

Acting on the theory that often it is the display stunt out of the ordinary which gets the most attention, Cullman Butane Gas Co. asked local residents to "guess how many grains of corn a goose will eat in 30 days."

During the month beginning April 7, a big white goose appeared in the store window, which was fed carefully-counted grains of corn daily, in full sight of passersby. In return for guessing correctly the number which the bird would consume, the Alabama LP-Gas firm offered a long list of prizes, including appliances, credit on gas, service, etc., with a total value of more than \$350.

Guess chances were awarded on a dollar basis, each entrant being permitted one guess in return for each dollar spent on the purchase of major appliances, butane systems, gas deliveries, etc. The idea proved sufficiently interesting, according to the management to "stop" some 400 to 600 people per day outside the display, and to move a dozen refrigerators, ranges, floor furnaces and other appliances, sold for the most part to people who had been "putting off" the purchase for one reason or another, and were stimulated enough to order the appliance and get the opportunity to make more guesses. Because few of the entrants had any experience on which to base their guesses, they ranged anywhere from 1000 grains to 35,000, as shown by the slips deposited by the customers pouring in.

"While the goose, of course, had little to do with our merchandise lines, it was just unique enough to catch the public fancy," a spokesman pointed out. "As a result, we acquainted ourselves with hundreds of new potential customers, and think the stunt was the best advertising we have ever used."

How many grains did he actually eat in 30 days? Answer: 5913.

Don't throw meters because of the repair problem. We've solved that for you.

After a period of years, the complete measuring mechanism of the No. 00 meter can be removed and replaced as a unit with either a new assembly or a factory repaired duplicate. Only a screw driver is needed to make your meters as good as new again. You have the option of returning worn internal units or complete meters to the factory for economical repairs. Write now for a schedule of repair prices and a copy of bulletin 11163 that describes in detail the advantages of using these lightweight, compact meters on all your services.



Illustrating how entire working mechanism lifts from body for economical unit replacement.



No. 00 meter with tapped thread side connections illustrated. Male threaded top connection model also available.

Pittsburgh Equitable Meter Division
ROCKWELL MANUFACTURING COMPANY

Pittsburgh, Pa.

Columbus
Chicago
Los Angeles
New York
Seattle
Tulsa



Atlanta
Boston
Houston
Kansas City
Pittsburgh
San Francisco

ASSOCIATIONS



M. F. COTES



FORREST FRAM

National Butane-Propane Assn. Ready for Cleveland Meeting

THE annual convention for 1950 of the National Butane-Propane Assn. will be held at the Hollenden hotel, Cleveland, Sept. 18-19.

New officers for 1950-51 will be elected at this meeting, and of additional interest to members will be an outstanding program which will be climaxed by a trip through the testing laboratories of the American Gas Assn. An opportunity will be provided attendants to see the thoroughness of appliance inspections and tests in the interest of dealers and the public, alike. The tour will be conducted by Edwin L. Hall, director of the laboratories.

M. F. Cotes, executive vice president of Motor Wheel Corp., will talk on "More Dealer Profits." He will explain how LP-Gas dealers can so organize their businesses as to make the maximum profit from their efforts. His presentation includes a

discussion of matters of working capital, how to get it, how to use it, demonstration of its importance, and the general problem of good book-keeping and account keeping, relation of various departmental expenses to income, virtues of budgetary control, etc.

John G. Guardiola, Weatherhead Co., has chosen as his subject "Advertising and Sales Promotion at the Retail Level" and the now famous demonstration of the "Development of Static Electricity in Loading and Unloading Operations" will be given by U. S. Bureau of Mines experts, G. M. Kintz and H. F. Browne.

It will be Forrest Fram's last meeting in the president's chair, he having served since his election one year ago at St. Louis.

Arrangements for the NBPA convention this year, as usual, have been handled by the executive vice president, E. E. Hadlick. While the September meeting will be for the annual election of officers, it also is designated as a district meeting in conformity with a new association plan to substitute for one national convention, three district meetings, these to be spread over the country at strategic points to facilitate attendance by members and with expected increase in benefits to members and the association as well.

Northeastern, Southeastern LPGA Groups Meet Oct. 5-6

Lt. Gen. Robert L. Eichelberger, colorful commander of the U.S. 8th Army in World War II, will head an



M. L. TROTTER



W. S. LANDER

imposing list of speakers who will address the joint meeting of the North Eastern and South Eastern districts of the Liquefied Petroleum Gas Assn. scheduled for Oct. 5-6 in Atlantic City, N. J. The conclave will be held in the Ambassador Hotel. He will speak on Oct. 5.

To permit attendance at the annual exhibition of gas appliances and equipment to be staged by the Gas Appliance Manufacturers Assn., the entire second day will be left open.

First speaker at the morning session will be Howard D. White, Chicago, LPGA executive vice president, who will discuss the association's recent progress. He will be followed by C. J. McAllister, vice president, The Parlett Gas Co., Waldorf, Md., and chairman, North Eastern District educational committee, whose subject will be "Knowledge Is Power—and Profit." M. L. Trotter, president, Carolina Butane Gas Co., Columbia, S. C., and vice chairman, National Committee for LP-Gas Promotion, will conclude the morning session by telling his listeners "What the National LP-Gas Promotional Program Means to You."

Speakers on the afternoon program will include H. Emerson Thomas, who will discuss "Current Trends in

Weights and Measures Legislation and What It Means to You"; G. M. Rohde, Jr., Hardwick Stove Co., whose topic will be "Your Most Profitable Responsibility," and W. D. Cook, Suburban Propane Gas Co., to talk on "How to Reduce Distribution Costs." A speech on "Our Industry and the National Emergency" by some prominent authority in the LP-Gas business is also planned.

Walter A. Naumer, vice president, Pyrofax Gas Division, Union Carbide & Carbon Corp., New York, and director of LPGA's North Eastern District, will preside at the morning session and W. S. Lander, president, Kulane Gas Co., Charlotte, N. C., and director of the South Eastern District, will wield the gavel in the afternoon. F. R. Frost, Pyrofax sales manager, is program chairman.

Registration will start at 9 a.m. in the "22 Club Rotunda." LPGA attendance badges, which will be issued at that time, will admit their wearers to the GAMA exhibit.

J. C. Crawford Named District Secretary of New LPGA Group

J. C. Crawford of Denver, Colo., has been appointed district secretary of the newly organized Mountain States District of the Liquefied Petroleum Gas Assn., Howard D. White, executive vice president, has announced. This is the third district headquarters to be established by LPGA. Others are located in San Francisco and Wichita, Kan. Mr. Craw-



J. C. CRAWFORD

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ford's office is at 300 Flat Iron Bldg., Denver.

For the past several years Mr. Crawford has been associated with both the Colorado Petroleum Marketers Assn. and Colorado Liquefied Petroleum Gas Assn. He was executive vice president of the latter organization.

The Mountain States District is composed of Montana, Wyoming, Colorado and New Mexico.

Colorado Dealers Sponsor Booth at State Fair

The liquefied petroleum gas industry of Colorado was represented at the Colorado state fair in Pueblo Aug. 28-Sept. 1, by means of a 160-ft. display booth containing appliances and equipment. The exhibit was under the direction of the state fair committee of the Colorado LP-Gas Assn.

Each day appliance prizes (including ranges) were awarded to attendants. A 30-minute audience-participation broadcast was made from the booth each day; 15 of the 30 minutes were heard over radio stations throughout the state. Small prizes were offered to those taking part.

Colorado dealers cooperated in building up interest in the industry display through the use of window posters and registration cards. The cards qualified registrants for the prize drawings at the fair. In turn, registration benefited dealers for each registration card became a prospect card.

Louisiana

Elected to the presidency of the Butane-Propane Institute of Louisi-

ana at a July meeting was Frank Roberson, S & R Gas Co., Coushatta. He succeeds Louis Abramson, Jr., Petrolane Gas Corp., New Orleans.

Other new officers are E. R. McCormick, West Carroll Gas Co., Oak Grove, vice president; Howard Pecot, Howard H. Pecot Co., New Iberia, secretary; and Victor LaGrange, Home Gas & Fuel Co., Lake Charles.

A general membership meeting will be held in Alexandria Oct. 28 to discuss a proposed constitutional amendment sponsored by the institute and which would give the state LP-Gas Commission constitutional authority to enforce safety regulations for the industry.

Minnesota

Minnesota Petroleum Gas Assn. members met July 14 in Duluth for their summer meeting and set Nov. 6

as the date for the annual meeting in Minneapolis, at which time election of new officers and directors will take place.

Fifty-five people registered for the one-day meeting. According to John L. Locke, secretary, many more attended but did not

register.

President L. H. Dow presided over the meeting which offered a movie from the Shell Oil Co. entitled "Refining Oil for Energy"; a discussion of financial assistance for bulk operators by J. N. Roy, LPG Credit Corp.; Dean Julius M. Nolte, of the University of Minnesota, spoke on "The Philosophy of American Busi-



JOHN LOCKE

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News



This group of dealers gathered for the annual convention of the Minnesota Petroleum Gas Assn. in Duluth July 14.

ness"; "What the State Association Means to the Bulk Operator" was the title of a talk by Tony Palich, Hydroflame Gas Co.; and Charles Bubar, Northwest Hydro Gas, spoke on "Record Keeping of Bulk Deliveries."

Special recognition was extended to the University of Minnesota, Dr. J. O. Christianson, director of the agricultural short courses, and Professor C. H. Christopherson, of the division of agricultural engineering, for their part in the presentation of the annual LP-Gas service schools.

Formation was approved of a committee to assist individual operators in setting up employee training programs.

New Mexico

Speakers on various subjects of interest to LP-Gasmen will be a feature of the Sept. 17-19 annual convention and trade show of the New

Mexico LP-Gas Assn. to be held at the Hilton hotel in Albuquerque, according to announcement from J. C. Crawford. Mr. Crawford has recently been elected district secretary of the Mountain States district of the LPGA, of which the New Mexico association is a member.

One of the chief speakers at the meeting will be Marion Chelf, last year's president of the Colorado LP-Gas Assn. Invitations have been extended to Colorado dealers to attend the convention.

Under the direction of President Richard Martin, the convention committee has lined up a full schedule of interesting speakers, fine entertainment, and topics for industry advancement.

North Dakota

The board of directors of the North Dakota LP-Gas Assn. met recently to set dates for the annual convention

of the group. It will be held Nov. 6-7 in Minot.

According to A. T. Olson, secretary-treasurer of the group, meeting place will be the Clarence Parker hotel.

"Dealer Day" Important Event At AGA Annual Convention

Plans are developing rapidly for the Dealer Day program to be featured at the 1950 annual convention of the American Gas Assn. at Atlantic City, N. J. Oct. 5 has been desig-

nated as "dealer day" and a general sessions meeting planned specifically for gas appliance dealers will open at 2 o'clock on that date under the sponsorship of the AGA and GAMA. More than 2000 dealers are expected to attend the meeting.

The water heating division of GAMA has selected the dealer meeting as the ideal location for crowning the "King of the Court of Flame." The dealer or dealer's salesman who has achieved the best sales record in the "Court of Flame" campaign for selling automatic gas water heaters will receive the campaign crown.



LEFT TO RIGHT: Discussing carburetion are G. M. McClellan, president Kansas LP-Gas Assn.; Mel Trotter, Carolina Butane Co.; Floyd Selim, Philgas Division; R. H. Mahnke, assistant managing director, LPGA; Bryan Pruitt, Carnegie, Okla. Time and place: Central States District convention, Wichita, June 5-6.

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... FOR SAFETY IN EVERY INSTALLATION

DEPEND ON THE QUALITY LINE . . .



Imperial offers a broad line
of flared tube fittings for
LP-Gas installations. Listed
by Underwriters' Laborato-
ries, Inc.

insist on IMPERIAL LP-GAS FITTINGS

Accurately machined threads and seats—adequate wall thicknesses—flats for wrench hold—consistent rigid inspection are a few of the "extras" that make Imperial Flared Tube Fittings the *specialists* for tight joints in LP-Gas installations.

For safety sake use the best in fittings—insist on Imperial Flared Tube Fittings. They carry the Diamond "I"—your assurance of dependable quality.

THE IMPERIAL BRASS MFG. CO.
1210 W. Harrison St.
Chicago 7, Illinois

Bulletin No. 702-C describes Imperial LP-Gas Fittings, Tube Working Tools, Brass Pipe Fittings, Shut-off Valves and Stove Connectors. Ask for your copy.



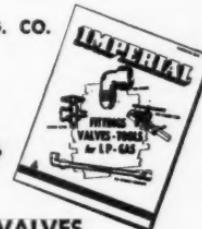
TUBING TOOLS

For faster and better flaring, cutting, bending, swedging, reaming, etc., depend on Imperial tubing tools.



VALVES

Imperial also offers an outstanding line of shut-off valves for multiple type LP-Gas installations.



IMPERIAL

FITTINGS • VALVES • CONNECTORS
TOOLS for cutting, flaring, bending
and swedging.

CALENDAR

1950

- Sept. 6-8—Western LP-Gas Service School. University of California, Berkeley, Calif.
- Sept. 12—National Fire Chiefs' Convention. San Francisco.
- Sept. 13-15—National Petroleum Assn. Hotel Traymore, Atlantic City, N. J.
- Sept. 14-15—Mid-West Gas Assn. Gas School & Conference. Ames, Iowa.
- Sept. 17-19—New Mexico LP-Gas Assn. Annual Convention & Trade Show. Hilton Hotel, Albuquerque.
- Sept. 18—Pennsylvania LP-Gas Assn. Annual Meeting. Galen Hall, Wernersville, Pa.
- Sept. 18-19—National Butane-Propane Assn. Annual and District Meeting. Hollenden Hotel, Cleveland.
- Sept. 24-27—American Transit Assn. Biltmore Hotel, Los Angeles.
- Oct. 2-6—American Gas Assn. Annual Convention. Atlantic City, N. J.
- Oct. 2-6—Gas Appliance Manufacturers Assn. Exhibition of Gas Appliances and Equipment. Atlantic City, N. J.
- Oct. 4-5—LPGA Board of Directors, Ambassador Hotel, Atlantic City, N.J.
- Oct. 5-6—LPGA North Eastern and South Eastern Districts Joint Meeting. Ambassador Hotel, Atlantic City, N. J.
- Oct. 12-13—Virginia LP-Gas Assn. Cavalier Hotel, Virginia Beach.
- Oct. 16-20—National Safety Congress. Chicago, Ill.
- Oct. 27—Southern Regional Meeting, NGAA. Headquarters: Blackstone Hotel, Tyler, Texas.
- Oct. 28—Butane-Propane Institute of Louisiana. Constitutional Amendment Meeting. Alexandria.
- Nov. 6—Minnesota Petroleum Gas Assn. Annual Meeting. Minneapolis.
- Nov. 6-7—North Dakota LP-Gas Assn. Annual Convention. Clarence Parker Hotel, Minot.
- Nov. 9-11—California Natural Gasoline Assn. Los Angeles.

1951

- Feb.—Indiana LP-Gas Assn. Annual Meeting and Trade Show.
- Mar. 26-28—LP-Gas Service School. University of Minnesota. Farm School, St. Paul.
- April 25-27—NGAA. Mayo Hotel, Tulsa, Okla.
- May 7-10—LPGA Annual Convention & Trade Show. Stevens Hotel, Chicago.

Gas Fuel Technology Course Opens Sept. 25 in Georgia

Bolstered by some 20 scholarships already donated by industry organizations, another 30 expected to be granted within the next few weeks and an anticipated increase in regular enrollment, the new class in Gas Fuel Technology which starts Sept. 25 at Southern Technical Institute, Chamblee, Ga., is expected to attract a substantial number of students. This confident forecast is made by Fred A. Rives, Automatic Gas Co. of Georgia, Inc., Columbus, Ga., who is chairman of the advisory committee named by the Liquefied Petroleum Gas Assn. to work with the Southern "Tech" faculty to make the course a success.

Designed specifically to supply badly needed trained technicians and supervisory employees for the LP-Gas industry, the class was inaugurated last fall with the sponsorship and close cooperation of LPGA. It gives the young man wishing to enter or win advancement in the LP-Gas business or other branches of the gas industry broad supervisory and technical instruction, as well as shop work to develop his skill in the various operations he will encounter in actual practice.

Offering an 18-month accelerated curriculum, the class is open to graduates of accredited high schools in all parts of the country. World War II veterans are eligible for tuition and subsistence allowances under the G.I. Bill of Rights.

AUTOMATIC COOKING

Automatic time control of oven. Turns gas on and off any time you desire. The CP seal certifies the highest standards of efficiency and performance.

GARDEN CITY BUTANE SERVICE. COOKING - HEATING - POWER - REFRIGERATION

JAMES L. POTTER



This is the store which James L. Potter runs in Santa Maria where 40% of his appliance sales are for natural gas appliances.

"Don't Fight the Gas Utility!"

P-GAS merchandisers are sometimes inclined to regard the natural gas utility as a mortal enemy. They see lines extending farther into their trade territory and cast about desperately for some measure to retain their present volume.

This is not true of J. L. Potter, whose firm is situated on the outskirts of Santa Maria, Calif. His Garden City Butane Service and the local utility hold mutual respect for each other.

"To my way of thinking, competing with the natural gas is like trying to sweep back the ocean," Mr. Potter comments. "As far as city consumers are concerned we make no special effort to promote our fuel service. I feel that the answer is to go farther afield. There will always be a place for the LP-Gas distributor since utility lines cannot possibly reach all the

Garden City Butane Service believes that competing with natural gas is like "sweeping back the ocean." Instead it builds volume with natural gas appliances and goes beyond the mains for new worlds to conquer.

outlying areas. And the people living 20 miles from town are just as desirous of modern fuel facilities as those within the city limits."

Potter's five tank truck salesmen do a good job of intensively cultivating their trade area, which extends over a 50-mile radius. And as their efforts reach a point of diminishing returns, Mr. Potter proceeds to build up volume through sales from his attractive showroom.

Admittedly rather small for the job he expects it to do, this showroom measures only 20x40 feet. But it is

By ROBERT F. WELCH

Corner of display room of Garden City Butane Service, Santa Maria, Calif.



neatly arranged and presents a wide selection of appliances for the customer's choice. Mr. Potter considers profit from merchandise sales, lucrative as they are, as merely incidental to his major goal—building up his gas load.

The showroom at Garden City Butane Service provides for the display of far more than gas appliances. It has been found that small electrical items such as toasters and mixers draw in considerable trade. These lines are not pushed but merely used as traffic builders. The customer purchasing an iron today may want a refrigerator or a range tomorrow.

In line with his policy of working with the gas utility, Mr. Potter also carries many appliances designed for use with natural gas. In fact such sales make up approximately 40% of the appliance volume. He has been identified by the utility as one of its certified Blue Flame dealers.

This same spirit of friendliness also marks dealings with the industrial customers whom he has developed.

Noteworthy among these is a pepper dehydrating plant which uses both LP-Gas and natural gas. Research at this plant resulted in a completely new method of pepper dehydration utilizing gas. The development has caused a great deal of interest among food processors, largely because of a steam bath process which restores the original pliability to the vegetables without increasing moisture content.

Don't get the impression that this progressive merchant is catering to a gas utility because he is afraid of it. His firm has shown steady growth during the five years he has been in business and he intends to keep on growing and expanding in the future. He believes that this is entirely possible without trying to win away natural gas users. Nor is it necessary to combat the firm which supplies their fuel.

"Jim" Potter is currently president of the Liquid Gas Dealers Assn. of California, a recently organized association which is functioning statewide. The first annual meeting of this association was held in May.

NEW

EMPIRE RECESSED HEATING SYSTEM

**Modern Low Cost Heating
Offers New Prospects for
Dealer Profits!**

Here's your answer to the consumer demand for an efficient method of low cost heating . . . EMPIRE RECESSED HEATING SYSTEM.

This high quality, completely new innovation in heating gives clean, dependable, zone-controlled heat at an amazingly low initial cost . . . Low operating cost.

It's easy installation on standard 16 inch studs, means added savings for you, with service calls at a minimum and, few, if any call-backs.

Write today for full information, and prepare for a big year of . . . increased sales . . . greater profits with EMPIRE RECESSED HEATING SYSTEM.

**DESIGNED TO MEET
NEW 1951 REQUIREMENTS**

Thriftmatic



New "T" type Thriftmatic burner designed exclusively for EMPIRE RECESSED HEATING SYSTEM. Burns any type of gas . . . natural, manufacture, liquified petroleum.

EMPIRE STOVE CO. BELLEVILLE, ILLINOIS

MANUFACTURERS OF GAS COOKING & HEATING APPLIANCES

Farthest North LP-Gas Transport Sets Pattern For Canadians

THE first Canadian-owned commercial transport powered by LP-Gas recently returned from a trial 400-mile run from Edmonton to Grimshaw, an important junction on the road to Hay river and Great Slave lake, where the uranium developments are located, and the farthest point north that any vehicle operates on LP-Gas carburetion.

The 150-hp. transport was completely equipped with gas carburetion by Luna Gas Ltd., Edmonton, Alberta, and uses fuel produced by the famous Leduc oil field.

Carries Reserve Fuel Supply

The tractor carries two 64-gal. Santa Fe mobile fuel tanks, one suspended on each side of the tractor. Three cylinders augment the supply for carburetion to a total fuel capacity of 188 gals. The cylinders are equipped for liquid withdrawal and discharge automatically into the mobile fuel tanks. This



H. A. LUNA

By W. F. MACALISTER
Office Manager, Luna Gas Ltd.,
Edmonton, Alberta

method has not proved entirely satisfactory and so it is likely that future storage will be established at Grimshaw in order to refuel this truck there. The transport averages five miles to the gallon.

Will Have 40,000-Btu Heater

The new truck is lined and insulated but as yet unheated. However, for the last two years Lunagas has been heating truck vans with heaters of its own construction. It has found that a 10,000 Btu input does a satisfactory job for a standard van but is increasing the future rate to 20,000. The new van will be supplied with a heater capable of 40,000 Btu's. It is seldom necessary to use the full extent of the burner. Lunagas heater vans will be equipped with 100% Baso safety valves.

The 150-hp. Mercury transport is owned and operated by M.&P. Transport, Ltd., with headquarters in Edmonton. The trailer of this unit was built locally by Hoover



SEPTEMBER — 1950

Picture at top, previous page:

View showing size of the first Canadian-owned commercial transport powered by Lunagas. In the foreground is a group of prominent businessmen and government officials who inspected the truck prior to its first run.

Machine Co., Ltd. It is one of the first units off the company's new semi-trailer and truck body production line, and is 28 ft. in length and able to carry loads up to 25,000 lbs.

Have Huge Gas Supply

The recent development of the Leduc and Redwater oil fields and the opening of the Imperial Oil conservation plant at Devon have released tremendous quantities of LP-Gas which must be utilized or wasted. Although a certain load has been built up for heating in the winter months, the only large-scale use for the remainder of the year is carburetion.

Jack Kennedy, Grimshaw dealer, already has 150 customers using Lunagas for cooking and hot water heating.

The personnel of Luna Gas includes H. A. Luna, president; O. G. Smith, service manager; R. S. Snyder, sales manager, and Miss B. J. Clark, secretary.

Picture at bottom, previous page:

View of M & P transport tractor equipped by Lunagas. It carries two 64-gal. and 3 auxiliary tanks. On tank is Kay Luna, daughter of H. A. Luna, president and manager of Lunagas.

Suburban Gas Service Names E. C. Clarke Sales Manager

E. C. "Gene" Clarke, formerly manager of the Santa Ana, Calif., plant of Suburban Gas Service, has recently been appointed general sales manager for the company's complete operation with headquarters at Ontario, Calif.

This announcement comes from W. R. Sidenfaden, president of Suburban, simultaneously with the breaking of an extensive promotional campaign in Southern California to expand the company's activities in rural areas.

"Gene" Clarke joined Suburban two years ago after serving the Union Oil Co. in the Marketing Division for 13 years.

LP-Gas Dealers Already Reaping Publicity Returns

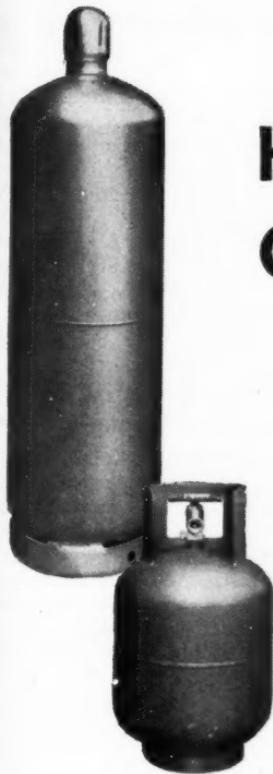
Membership in the national LP-Gas promotional program has passed the 500-mark, Lee A. Brand, chairman of the National Committee for LP-Gas Promotion, announced August 1. The 500th organization to pledge its support to the liquefied petroleum gas industry's all-out campaign to capture the rural, small town and suburban markets is the Windsor Fuel Co., Inc., Windsor, Calif.

The roster of program participants is representative of all segments of the LP-Gas business. Of the whole, 415 members are wholesale distributors and marketers, dealers and sub-



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Prest-O-Lite

Trade-Mark

L-P GAS CYLINDERS
ARE YOUR BEST BUY

THE LINDE AIR PRODUCTS COMPANY

Unit of Union Carbide and Carbon Corporation
30 East 42nd Street **UCC** New York 17, N. Y.
Offices in Other Principal Cities

In Canada:

Dominion Oxygen Company, Limited, Toronto

The term "Prest-O-Lite" is a registered trademark of The Linde Air Products Company.

Here's the PROPANE CYLINDER for You!

Compare feature for feature and you'll decide to use PREST-O-LITE cylinders for liquefied petroleum gases—they are unquestionably the No. 1 quality cylinder. They lead the field because of their longer service life, light weight, uniformity of wall thickness, and superior design. You get the greatest overall saving. Sturdy PREST-O-LITE cylinders are backed by over 35 years of experience and skill in the development, manufacture and use of compressed gas cylinders.

Available in 20-lb. to 100-lb. sizes, with or without valves, and with any color finish. Other sizes or styles can be quickly made to your specifications. The ventilated foot ring practically eliminates corrosion around the bottom of the cylinder. PREST-O-LITE cylinders undergo many rigid tests far beyond I.C.C. requirements, such as testing for leaks with dry air after the hydrostatic tests. Mail the coupon today.

The Linde Air Products Company
30 East 42nd Street
New York 17, N. Y.

LP10

Send full information about PREST-O-LITE
cylinders for liquefied petroleum gases.

NAME.....

COMPANY.....

ADDRESS.....

dealers, 53 are equipment and appliance manufacturers, 29 are producers, two are trade publications and one is a state LP-Gas association.

The national LP-Gas promotional program, launched late last winter, is an industry-wide project operating under the triple sponsorship of the Liquefied Petroleum Gas Assn., Gas Appliance Manufacturers Assn., and Natural Gasoline Assn. of America. It is a three-point venture embracing advertising, publicity and employee training.

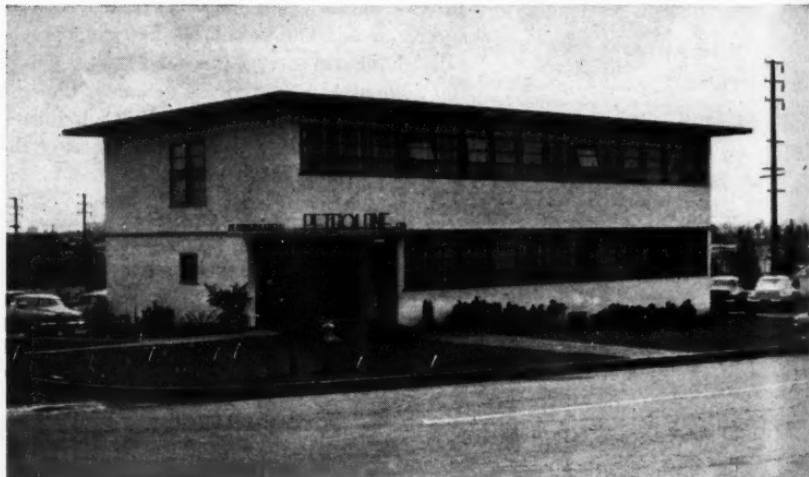
"Kick-off" advertisements published in July and August issues of national farm, shelter and small town magazines brought immediate response for LP-Gas dealers across the nation. One operator in the Pacific Northwest reported that he received eight calls or inquiries in one day as a result of the ad in the July issue of "Country Gentleman." Hundreds of mail and telephone inquiries have been pouring into the LP-Gas information service in Chicago.

A "merchandising kit" containing samples of direct-mail pieces, a newspaper mat and other tie-in advertising materials available for use at the local level were mailed to upwards of 9,000 LP-Gas marketers in August. Under a partial subsidy agreement made recently between the National Committee for LP-Gas Promotion and the Beals Advertising Co., of Oklahoma City, program members purchasing these items will receive a 20% discount.

Old California Distributor Occupies New Office Quarters

The attractive new building in the accompanying photograph is that of Petrolane Corp., one of the West's largest distributors of LP-Gas. Located in Long Beach, Calif., at 1696 E. Hill St., this modern two office building is part of a general expansion program that is now under way.

Petrolane is one of the oldest LF-



The new office building of Petrolane Corp., Long Beach, Calif.

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Gas distributors in the West, having established their first retail outlet in 1930. Operations are now scattered throughout the Western states. The company has many retail outlets in California.

President of the company is Chas. E. McCartney. P. "Ed" Foote is executive vice president; Frank Taylor, assistant secretary; and Edward Davies vice president and general manager.

Florida Town Plans Changeover From Manufactured Gas

The city council of Fort Myers, Fla., has started the ball rolling toward switching to LP-Gas from the gas manufactured in the municipally-owned plant. A saving of half the cost is anticipated and a future reduction of rates to customers was forecast if the proposed move is carried through.

The council authorized the Pacific Gas Corp. to make a survey of the city's 2300 gas customers—at a cost of \$2300—to get a definite estimate on cost of the changeover. Councilmen figured it would cost about \$45,000 to make the switch but felt the expenditure would be repaid in two years.

The propane gas which the city is considering sells at half the price of what it costs the city to buy and pay freight and materials used in manufacturing gas. The municipal plant for several years has been mixing some natural gas with the manufactured product to boost output.

Bill Lawson Heads Trade Association Group

William J. Lawson, well-known executive secretary of the Texas Butane Dealers Assn., Austin, was elected president of the Texas Trade Associa-

tion Executives at the June meeting of the group. For the past year he had served as secretary.

The association is made up of the executive secretaries of the principal trade associations of the state.

G. G. Oberfell, Gas Authority, Retires from Phillips

G. G. Oberfell, vice president of research and development, Phillips Petroleum Co., Bartlesville, Okla., retired Aug. 1 after more than 25 years of service with the company. He was also a member of the board of directors and the executive committee.

Changes resulting from Mr. Oberfell's retirement include the election of R. W. Thomas, manager, research and development, as vice president of research and development; B. F. Stradley, secretary-treasurer, as a member of the board and the executive committee; and Paul J. Parker, assistant secretary and assistant treasurer, as secretary and assistant treasurer.

Mr. Oberfell has long been recognized as one of the leading authorities in the liquefied petroleum gas industry. Under his direction, Phillips' research division has been outstanding in the oil industry, especially in the fields of natural gasoline, natural gas and lighter hydrocarbons.

For many years Mr. Oberfell has been on the editorial advisory board of "Handbook Butane-Propane Gases," published by BUTANE-PROPANE News.



G. G. OBERFELL

Promotion Will Train Dealers' Salesmen at Local Level

Plans already inaugurated and contemplated to win the rural, small town and suburban markets beyond city gas mains for liquefied petroleum gas, were unfolded at White Sulphur Springs May 30 by the nation's gas appliance and equipment manufacturers during their annual meeting. GAMA's members were asked to participate in the national advertising, sales promotion, publicity and sales training programs being instituted by all segments of the LP-Gas industry.

Lee A. Brand, of Belleville, Ill., vice president, Empire Stove Co., and chairman of the national committee for LP-Gas promotion, discussing the battle of the fuels before the members of the Gas Appliance Manufacturers Assn., said that the LP-Gas industry is determined to consolidate and expand gains made during and after the war.

The intensive promotion program, according to Mr. Brand, "represents the biggest single job ever tackled by the LP-Gas industry."

Will Expand LP-Gas Markets

A chief purpose of the program, he said, was to expand markets for the use of LP-Gas, and for LP-Gas appliances and equipment. "To accomplish this we recognize the need to aid the individual dealer by training his salesmen and servicemen. Such aid is considered important to the overall program and will be given.

"It is the intent of the national committee to inaugurate an advertising and promotional program which will reach all prospect levels with emphasis being placed on appropriate activities at the local level. Of course, local level activities are always

strengthened by national activities, and we expect to do enough national advertising to lend adequate support to this phase of the program. The program is designed to reach groups at the local, state and national level. A certain percentage of the funds collected will be set aside for employe training at the local level."

The advantages of LP-Gas off the city gas mains for cooking, water heating, refrigeration and home heating purposes will be stressed in advertising, it was explained. Other commercial and agricultural uses of LP-Gas will be stressed, the speaker said. An educational campaign for home economists, county agents and farm leaders is also planned.

C. A. Parker, Wisconsin Dealer, Commended for Service

At Viroqua, Wis., C. A. Parker operates an LP-Gas appliance store, selling "Skelgas" products. On April 18 he was presented with a plaque by Skelgas department of Skelly Oil Co., signifying the completion of 20 years of service with that company. The presentation was made in Madison, Wis.

In addition, a company official had written Mr. Parker for the occasion as follows: "You are to be commended for being a pioneer in the LP-Gas industry which is of such great benefit to millions of families. The industry, itself, is only a little over 20 years of age, so you can see that you have helped Skelgas to attain its present accepted status as a contributing factor to our high national standard of living. Please accept our congratulations on behalf of the Skelgas organization for a job well done."

Mr. Parker proudly displays his plaque to customers and friends in the Viroqua area.

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LOW
MILEAGE
COST

LMC Home Delivery Units are engineered to make you money every day of their long life. They are designed and constructed as you would have them if you were personally supervising the job.

with accent on greater safety, longer life and low-haul-cost-per-mile. High tensile steel and indented fittings assure a superior safety factor. Light weight, low center of gravity, large capacity pump and valves, allow you higher payloads. A needle bearing universal joint with square shaft allows axial movement of shaft which increases the life of the joint. These are just a few of the reasons why the LMC Home Delivery Unit is a money-maker for you! Put it to work for you soon!

TRANSPORT
TANKS

DOMESTIC
TANKS

STORAGE
TANKS

SKID
TANKS



THIS
NAME
LMC
LUBBOCK MACHINE CO. INC.

Means
Low
Mileage
Cost

LUBBOCK MACHINE CO., INC.

Lubbock, Texas, Ph. 4631, Box 1138

Chicago Orders 500 Propane Buses

In awarding a contract on July 27 to the Twin Coach Co., of Kent, Ohio, for the manufacture of 500 propane-fueled buses, the Chicago Transit Authority established a historical precedent in the nation's transit industry. The CTA became the first large transit company in recent years to order an entire fleet of propane-fueled buses. This bus order is also one of the largest orders, if not the largest, ever placed by any transit company at one time.

Intensive investigation of the use of propane was conducted under the direction of Ralph Budd, chairman of the board of directors and formerly president of the Burlington railroad; Walter J. McCarter, general manager, (formerly general

By CAROLE D. LINDGREN

manager of the Cleveland Transit System), and Stanley D. Forsythe, chief engineer of CTA. The study of the feasibility of using propane-fueled vehicles throughout Chicago's bus system began late in the fall of 1949. Approximately three months ago, one propane bus was put in actual use in the transit system. In this way, the CTA engineers secured first-hand information on the advantages of the use of LP-Gas and had ample opportunity to compare operating costs and performance records with other types of fuel for buses.

"All factors relating to the use



This LP-Gas-fueled bus was loaned to the Chicago Transit Authority by the Twin Coach Co., Kent, Ohio, for a three-month's tryout.

POWER

of propane in internal combustion engines were intensively studied by CTA engineers," explains Mr. Forsythe. "This study, begun late last year and just recently completed, concerned the performance record of the fuel where it has been used over a period of years, its safety, its cost, its availability and its handling and storage.

"It was determined that its cost is exceptionally low, its performance rating is good and its safety characteristics are increased by the fact that the fuel is stored, even on a bus, in tanks of thick boiler plate steel.

"Our investigations also determined that there is available from sources in the Chicago area a large quantity of propane, and that this supply will not likely be affected by intensified military operations."

A complete survey was made of the use of propane elsewhere. Engineers investigated the results of experiences with propane-fueled buses in Winnipeg; Fargo, N.D.; Omaha; Galveston; San Antonio; Fort Wayne; Aberdeen and Rapid City, S.D.; Wichita; Philadelphia; Orlando, Fla.; Vancouver, B.C.; Edmonton, Alberta, and also by the American Bus Lines and Continental Trailways, inter-city bus companies, all of which have recently added some propane buses to their fleets. The engineers also checked on the use of the propane internal

combustion engines used to provide ventilation in Pullman cars.

It was learned that, because of propane's superior performance and its clean-burning characteristics, some over-the-road truck operators in California, who have had years of experience with LP-Gas, have found that such vehicles can operate from 5000 to 7000 miles between oil changes. The saving in lower maintenance and lubricating costs was obvious.

From all of these studies three principal factors emerged to influence the CTA management and board to purchase the propane bus fleet. These were the exceptionally low cost, the abundance of supply and safety. Propane costs from six to seven cents a gallon less than gasoline at this time. This, alone, was estimated to mean a saving in operating costs for the city of approximately 2 cents a mile.

"Another important factor," stated Mr. Budd, "is that propane is a non-strategic commodity. In the event of greatly expanded military activities, it probably will remain unrationed and easily obtainable at little, if any, advance in price.

"The safety performance is enhanced by the fact that it is estab-



RALPH BUDD

lished practice to store it at fueling depots and in the tank on the bus in containers of heavy, boiler plate steel that can withstand terrific impacts without being punctured or ruptured."

Will Use 6,000,000 Gals. Yearly

Consideration was given to the possibility of gasoline rationing in the event that circumstances compel extensive expansion of current military operations. Should this occur, the cost of gasoline undoubtedly would advance materially. So would the cost of fuel oil, because diesel oil is used as a fuel for jet planes. The CTA officers were convinced, however, that the cost of propane will not show any material advance and that it will remain unrationed as at this time there is a large surplus and an enormous potential supply. Should the nation's military operations be expanded, gasoline production inevitably will be increased, and this would automatically increase the propane supply, as it is a component of natural gasoline plant recovery.

It is estimated that Chicago's 500 propane buses will burn approximately six million gallons per year.

Both C. L. Parkhill, Sr., and his son, Clayton, representing the firm of Parkhill-Wade, Los Angeles, consulted with the Chicago committee as to storage facilities for the gas and the application of propane to CTA needs. The firm has designed the required storage facilities and the required dispensing units.

"We are proceeding to make the necessary arrangements for our sup-

plies of propane and to install storage and dispensing units at the terminals from which the buses will operate," says Mr. McCarter, who further states:

"From the public's standpoint, there is another most important advantage in propane. There are no obnoxious gas fumes from a propane-fueled engine. It burns without odor."

Almost equally as important as the lack of fuel fumes and smoke, from the viewpoint of the Chicago bus rider, it is believed, will be the smoother riding provided by the use of the high octane propane.

Order Totals \$8,117,500

The buses, which will cost \$16,235 each (total cost: \$8,117,500) will be constructed of lightweight metal and will be 40 feet in length overall, 102 inches in width, with an inside height of 78 inches. Empty, each bus will weigh 17,000 pounds; aisles are 28 $\frac{3}{4}$ inches, giving the convenience of extra width. Each bus will seat 52 passengers. Contributing to the comfort of passengers will be torsilastic rubber springs, latest type ventilation and illumination, and the high compression propane engine, assuring smooth, powerful performance. Hydraulic torque driving will further accentuate smoothness of operation.

Delivery of the 500 buses is to start Oct. 1, 1950, at the rate of 10 a week and continue at this rate until Dec. 1, when the rate will be stepped up to 20 a week. Delivery is to be completed by May 1, 1951. This, of course, is provided that

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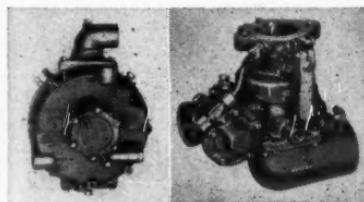
Butane-Propane for **BUSES** CALLS FOR **ENSIGN**



**THE FINEST LP-GAS CARBURETION
EVER BUILT FOR BUS OPERATION**

To meet the unprecedented demand for Ensign LP-Gas Equipment for buses, we are offering the Ensign Model "S" Butane Regulating Unit and Model "Xg" Carburetor. These units, designed for

more than 450 h.p., easily handle the largest bus with plenty of reserve. Then too, the carburetor, easily adaptable to automatic choke, is an all-position model-updraft, side and downdraft. Get all the facts today. Request Ensign Bulletins Nos. 7051 and 7078.



Model "S" Butane
Regulating Unit

Model "Xg"
Carburetor

ENSIGN

CARBURETOR COMPANY
7010 S. ALAMEDA ST., P. O. BOX 229
Huntington Park, California

Branch Factory: 2330 W. 58th St., Chicago 36, Ill.
"Pioneers in Efficient Carburetion" since 1911

war production does not slow up their manufacture. During the last war, however, transit equipment was given a high priority rating and CTA officials anticipate no delay in delivery of the buses.

Awarding of the contract for the fleet of propane buses to the Twin Coach Co. revealed an interesting coincidence. Twenty-three years ago, the same company delivered to the Chicago Surface Lines, one of CTA's predecessors in the management of Chicago's transportation system, five of the then latest type buses which set the pattern for today's modern body design in motor coaches. That same company is now commissioned to build the first fleet of buses incorporating this new development of propane fuel in the transit industry.

The Chicago Transit Authority is one of the largest local transportation systems in the world, providing unified city-wide service in Chicago and 85 adjacent communities in Cook county. It was created in 1945 by the enactment of special laws establishing public ownership of the Chicago system, and giving the CTA complete power to acquire properties, modernize and operate local transportation facilities, and to fix rates of fare.

Saves \$11,500 Per Year By Using Butane

By HARRY L. SPOONER

Santa Fe "Custom-Built" LP-Gas Tractor & Truck Tanks



Santa Fe "Custom-Built" LP-Gas Tanks are available for any Tractor or Truck requirement. Designed for fast, simple and inexpensive installation. Many stock models available, including brackets—others fabricated to specifications. Licensed and bonded in states where required. Tanks comply with N.B.F.U. requirements. U. L. approved valves—excess flow protection. Highest standards of engineering, materials, and workmanship.

Write for specifications and counsel.

**Santa Fe Engineering &
Equipment Co.**

3814 Fruitland Ave. • Maywood, Calif.

W. H. MORGAN, who has a 2738-acre plantation near Morgan City, Miss., of which 1600 acres is in crops this year, found last year by experiment that butane gas for his tractors was not only much more economical but has other advantages as well.

The crops this year consist of 800 acres of cotton and 400 acres each of corn and soybeans. It takes 20 tractors to furnish all the power required on the plantation. These are made up of IHC's, John Deere's, Ford's, Caterpillar's and Avery's.

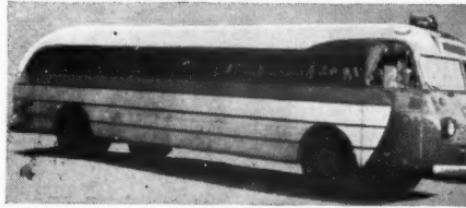
On account of his favorable experience last year, Mr. Morgan this year converted the entire 20 tractors to butane fuel at a cost of \$160 each. The conversion included a change of tank and the installation of a J & S regulator and a vaporizer.

While the consumption of butane is about the same as that of gasoline,

CENTURY

LP-Gas Carburetion has Proven Successful on Bus Fleets

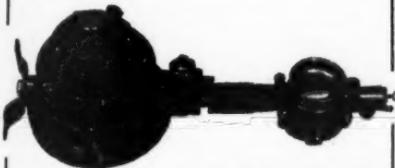
Century was one of the first manufacturers of LP-Gas carburetion to break into the mass transportation field. The record shows that LP-Gas is a practical fuel for busses... and that CENTURY has performed successfully in every test... For detailed information about CENTURY units on busses write:



CENTURY has a complete line of LP-Gas carburetion equipment. Units for every type or size of engine are available.

If you have an LP-Gas Power Problem... Write Century.

CENTURY GAS EQUIPMENT CO. LYNWOOD,
CALIFORNIA



Drivers LIKE DIX LP-Gas Carburetion Equipment

More and more truck drivers are learning DIX LP-Gas Carburetion Equipment gives trouble-free driving. On many fleets DIX Carburetion is standard equipment... Because drivers demand it!

For Satisfied Customers
TRY DIX!

Dix Manufacturing Co.

3447 E. Pico Blvd., Los Angeles 23, Calif.
Export: 301 Clay St., San Francisco

FOR BETTER PERFORMANCE



Carburetion Conversion Equipment

Stand-By Plants — Bulk Storage Plants—Carburetion and Conversion Equipment For All Internal Combustion Engines.

AMERICAN LIQUID GAS CORPORATION

**1109 Santa Fe Avenue
Los Angeles 21, Calif.**

**Put *Punch*
IN YOUR SALES!**



MODEL-M ADAPTOR
CARBURETOR



ELECTRIC FUEL
SHUT-OFF VALVE

With The New
Roadmaster
L.P.G. REGULATOR

Built for All Internal
Combustion Engines

Here is Power, Economy and Performance never before attained in L.P.G. Carburetion. Expertly designed and performance proved. These Roadmaster products will build lasting good-will by giving your customers long years of trouble-free service.

Write Today
For Complete Details

Roadmaster PRODUCTS CO.

3350 San Fernando Road
Los Angeles 65, California

Roadmaster Products are All Ways Dependable

there is a difference in his locality of 11 cents a gallon in cost between the two. The difference in cost results in a saving of 32 cents per hour. As the tractors work approximately 36,000 hours a year, this means a saving of \$11,520 a year on fuel.

These are not the only savings, he says. Oil consumption is less because he makes no oil change on the tractors unless these have to be overhauled as the butane does not cause crank dilution.

Less repairs are necessary, he says, with the use of butane and this means another saving. Butane's use eliminates the theft of fuel by employees whose cars are not equipped to burn it. The loss from theft is often considerable when gasoline is stored in the fields.

American Transit Members Will Ride in Propane-Powered Buses

Visitors to the ATA (American Transit Assn.) convention in Los Angeles, Sept. 24-27, will have an opportunity to inspect one of the country's first fleets of propane-powered buses.

These are 52-passenger "Twin Coaches" owned by Asbury Rapid Transit System. They are powered by Fageol 10 to 1 compression ratio propane engines. The Biltmore hotel will be convention headquarters.

Texas Transit Company Tries Propane in Four Buses

R. E. Bowen, president of the Galveston (Texas) Transit Co., has announced a test installation of propane gas as fuel in four motor coaches of his company. Mr. Bowen stated that 16 additional vehicles will be converted to LP-Gas if the tests are successful.

Technical Men Study Standards For Motor Coach Safety

Meeting in Los Angeles on Aug. 3-4, a subcommittee of the Technical and Standards committee of the Liquefied Petroleum

Gas Assn. entered into an exhaustive study of problems involved in using propane-powered engines for passenger motor coaches. The recent purchase of such coaches by several cities and transportation companies (including 500 by Chicago) has suggested the importance of establishing minimum standards for installation and operation of propane engines.

Under the chairmanship of D. D. Buttolph, Phillips Petroleum Co., and with John Knox Smith of the LP Gas Association as secretary, one day and evening were devoted to analyses of equipment incident to making propane engine installations, with special emphasis upon tank pressures under different operating conditions and in different sections of the country.

Chief advisors to the group were C. L. Parkhill, Jr., Parkhill-Wade, Los Angeles, and Parkhill-Wade product engineer, Ted Melshiemer, who conducted exhaustive preliminary tests of propane engines in Twin Coach buses. These tests were made in the Imperial valley of California where weather conditions were extremely severe.

The second day the entire group made a tour in the same bus and had



D. D. BUTTOLPH



NOW
we
can
make

MORE *Cyclones*

Yes . . . now we can make Cyclone LP-Gas Carburetion Units faster. We have increased and modernized manufacturing facilities so that we can fill orders with speed and in greater quantities.

The demand for Cyclone Carburetion has forced this plant expansion. Cyclone Units have fast become favorites wherever used. For Something New in LP-Gas Carburetion — Try Cyclone.

There is a Cyclone for every engine:

- 1200A—3-stage . . . any engine up to largest trucks
- 1200B—2-stage . . . light trucks and cars
- 1200C—for tractors . . . used as a liquid or vapor unit

Cyclone
Equipment Corp.

10600 Prairie Ave. Inglewood, Calif.



C. L. PARKHILL, Jr.



JOHN K. SMITH

an opportunity to inspect equipment at first hand.

The final recommendations of this sub-T&S committee will be passed to the main T&S committee for discussion and ultimate approval, after which recommendations will be made to the National Fire Protection Assn. for inclusion of the proposed code in NBFU Pamphlet No. 58 or possibly a separate pamphlet exclusively devoted to the operation of automotive vehicles burning butane or propane. The same standard will probably apply to tractor use as far as mechanical equipment is concerned but with deviations suggested by this different class of utilization.

LP-Gas Filling Station Owners Should List Names in Directory

A national directory of LP-Gas filling stations which serve automotive vehicles burning butane or propane will be published soon by BUTANE-PROPANE News.

This directory will be distributed to trucking firms and individuals who need such information to permit refueling wherever they may be throughout the country.

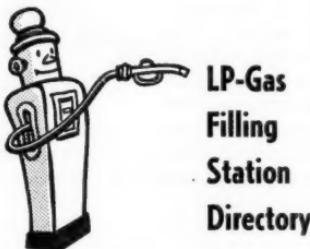
Station owners will directly benefit if their names and addresses are in-

cluded in this book. There is no charge for such listings.

Just send to BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 4, the name of your station, the owner's name, the town where located, or nearest town, including street or highway number, and what LP-Gas services you offer.

We will publish such names in early issues of this publication and later compile them in directory form.

The names listed this month are among those received since the August issue.



DELAWARE

Middletown

Harry A. Schagrin Co.
Hwy 71, Delaware, north edge
of town, 25 mi. so. of Wilmington
Harry A. Schagrin

IDAHO

Twin Falls

Liquid Gas & Appliance Co.
1500 Kimberly Rd.
7 am to 6 pm service
R. Freeouf

ILLINOIS

Alton

Alton Bottled Gas Co.
Cut St. & Hwy. U.S. 67
J. Friedman, general manager
(CONTINUED ON P. 127)

(CONTINUED FROM P. 124)

Gurnee

Midwest Propane Gas Service
Route 41 (Skokie Hwy)
just west of Waukegan, Ill.
Carl Mitchell

KANSAS

Eureka

Eastside Service Station
7th & Jefferson (US 54)
H. G. Philips

Great Bend

Mid-Continent Butane Equip. Co.
Facing Junction of K-96 & US 50N
(at west edge of town)
R. W. Dougherty

Wichita

Coleman Gas Service Co. (owner)
Skelly Service Station (operator)
3955 S. Broadway, Fed Hwy 81
2 mi. so. of city limits
Clyde R. Cheatum

MINNESOTA

Slayton

Rural Gas Service Inc.
Hwy. 47
K. J. McCord

NEW MEXICO

Deming

Skytel Service Station
West edge of town, Hwy 80
24-hour service
T. E. Pienzak, manager

Portales

Portales Butane Gas Co.
404 E. Union, 1 blk. off Hwy 70
Ervin C. Martin

Tucumcari

Jack Hayes
E. Hwy 66
24-hour service

NORTH DAKOTA

Parshall

Parshall Gas & Electric Co.
Hwys. 8 & 23
A. T. Olson

OHIO

Galion

Thomas Gas & Welding Supply Co.
111 S. Union St., on US Hwy 30 S
Robert P. Thomas

OREGON

Portland

Multnomah Fuel Co.
8110 S.E. McLoughlin Blvd., Super
Hwy 99-E so. of Portland

TEXAS

Alpine

Alpine Butane Co.
801 E. Holland, Hwy. 113
D. D. Thomas

Waco

Bellmead Butane Gas & Appl. Co.
3205 New Corsicana Hwy
J. A. Farrar, owner

VIRGINIA

Wytheville

Wytheville Bottled Gas Co.
(Spring Court Motel)
Route 11, City limits, east
end of town
E. L. Udell

WASHINGTON

Monroe

Liquefied Gas Corp.
City limits on Hwy 15 & Lewis St.

Mt. Vernon

Liquefied Gas Corp.
North end of city on Hwy 99

Olympia

Liquefied Gas Corp.
East side of city, turn right off
Hwy 99 on Lacey cutoff, approx.
2 mi.

Puyallup

Liquefied Gas Corp.
426-23rd S. E.

Seattle

Liquefied Gas Corp.
9611 E. Marginal Way, on Hwy 99
24-hr. service if desired

Fire Marshals Endorse LP-Gas Safety By Using in Their Own Cars

By O. D. HALL

FIVE inspectors in the office of Oklahoma State Fire Marshal M. G. Young now are using liquefied petroleum gas on their private cars in which they travel thousands of miles over the state each year.

In addition to those who converted their engines in 1948 to combination use of gasoline and butane-propane (See BUTANE-PROPANE News, May, 1948, p. 151), Earl Kennicutt, head of the LP-Gas department of the office, recently had his 1949 Cadillac equipped with Ensign combination carburetion. Although he had traveled less than 500 miles on the fuel when this was written, he already

was enthusiastic about the savings he is accomplishing and the smoothness of his operation.

Mr. Young explained that each inspector owns his own car and paid his own conversion costs. The only part the state has in it is allowance of the 6-cents-per-mile travel expenses made by law to state employees who operate their own automobiles on state business.

Each year fuel and maintenance expenses have increased. Some state employees contend that it is now a real acrobatic stunt to operate their own cars without actual loss of money under existing traveling allowances.

This was one reason $2\frac{1}{2}$ years ago why several of the inspectors conceived the idea of making the conversions. Having their experience to go on, Mr. Kennicutt, who more recently came with the LP-Gas department, also reached his decision to switch to the combination use of gasoline and LP-Gas.

For the engine conversion he consulted the Binkley Co., of Oklahoma City, western and central Oklahoma distributor of Ensign carburetion. E. G. Binkley, who made the conversion, said that he installed a 6Cg $1\frac{1}{4}$ downdraft Ensign carburetor and an Ensign Model "R" butane regulating and vaporizer unit on the car.

Because of the particular type of hydromatic control in the Kennicutt car, Mr. Binkley had some difficulty determining just how he would make the installation. However, he ex-



Earl Kennicutt (left), head of LP-Gas department in Oklahoma state fire marshal's office, and Harold D. Robinson, Santa Fe Engineering & Equipment Co., Maywood, Calif., standing beside Mr. Kennicutt's car which had just been equipped with custom-built LP-Gas tank in Mr. Robinson's shop.

Rely on Rheem, World's Largest Maker of Automatic Water Heaters

Want Sales Appeal? The handsome design of the new Rheem has as much sales appeal as a new refrigerator or automatic washer. And the nationally advertised Rheem name is an important selling asset for you. Customers have confidence in the Rheem brand.



Want Product Features? The patented* Rheem-Process tank guards against corrosion and leaks. It's the result of more than 20 years development. And Rheem has the magnesium rod—Fiberglas insulation—Grayson Unitrol—plus many other important features. *Pat. No. 2444833.



Want Top Guarantees? All Rheem models carry the Good Housekeeping Warranty plus the liberal Rheem guarantee in writing. All gas models are approved by AGA, oil and electrics by UL. The Rheem name offers the reliability and reputation of the world's largest maker.



Want Sales Help? Rheem gives you merchandising aids, fast factory shipment, technical service. You can choose from a complete line of products, automatic water heaters in all sizes for every type of fuel—a full line of warm air heating equipment—oil storage and septic tanks...

It's good business to rely on Rheem
RHEEM MANUFACTURING COMPANY
570 Lexington Avenue • New York 22, N. Y.

plained that by cutting the throttle and hydromatic control from the original carburetor in the car and brazing the same to the throttle shaft of the Model Cg Ensign carburetor, he solved the difficulty. Otherwise the conversion was the standard installation, including the dash lock-off control for switching from gasoline to butane or propane.

In addition to the regular 20-gal. gasoline tank on the Cadillac, Mr. Kennicutt, during his vacation last summer, had the Santa Fe Engineering & Equipment Co., of Maywood, Calif., install a custom built 22-gal. LP-Gas tank in the rear trunk compartment shown in one of the accompanying illustrations.

"I did not get my conversion job completed in time to use LP-Gas on my trip to California," explained Mr. Kennicutt, "but already I have made a substantial saving in fuel costs."

"Gasoline has been costing me from 23 to 28 cents per gallon, including tax, while LP-Gas has been costing me an average of 16 to 17 cents a gallon, including tax. I already have noticed a reduction in use of oil and greater ease in starting on cold mornings, also more even power."

Other inspectors with the department using LP-Gas in their cars are



Showing part of LP-Gas conversion equipment under hood of Mr. Kennicutt's Cadillac.

Leo West, Walter Choate, and Jack Grantham. These men are completely sold on savings in fuel and maintenance they have accomplished with use of LP-Gas. Mr. West said that he experiences no difficulty in finding plenty of gas at bulk stations along the road when traveling over Oklahoma on his inspection trips.

Another employee of the state fire marshal's office who recently switched to butane and propane carburetion is Kile Morehead, in the arson squad department.

Oregon Distributor Will Feature Engine Conversions

Appointment of C. E. (Rocky) Asheline as manager of the liquefied petroleum gases conversion department of Gas Heat, Inc., Portland, Ore., is announced by Vic Hamar, general manager of the firm.

Mr. Asheline is a pioneer in the field of converting gas engines to propane and butane. He began his career in the gas fields of Texas and was recently general manager of the Propane Conversion Co. During his 10 years in the LP-Gas field he has developed many new conversion techniques, and has pioneered the use of the fuel in many industrial, mining and agricultural operations. He says that "use of liquefied petroleum gases as a motor fuel is revolutionizing many industries where there is a necessity for power which combines high efficiency with non-toxic operation."

Mr. Asheline will act as field supervisor for Gas Heat, Inc., and will direct the conversion of gasoline combustion engines to LP-Gases. He will coordinate these activities for the 17 branches of Gas Heat, Inc., located in southern Washington and Oregon.

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Long on Service..

... short on repairs

For metered service installations — the service of standardized measurement, choose the meter with a record for long service and low maintenance costs: the Sprague Zephyr, with the capacity and stamina for the future.



SPRAGUE
Zephyr
METERS

THE SPRAGUE METER COMPANY
BRIDGEPORT 4, CONN.

PRODUCTS

LP-Gas Cooking Ranges

Domestic

A-B Stoves Division, Detroit-Michigan Stove Co., Battle Creek, Mich.

Model: 50-180.

Description: A new apartment and trailer-type range, it features flush-to-wall construction; recessed toe-room base; optional pyrex oven window and oven flood light; giant oven; optional lamp and minute minder set; pull out, drop front broiler; and titanium porcelain exterior finish.

Overall height, 42 $\frac{1}{4}$ in. Width,



A-B ARISTOCRAT

20 3/16 in. Depth, 25 $\frac{1}{4}$ in. Oven, 16 5/16x21x14 $\frac{1}{8}$ in. It has one giant and three regular size burners.



BROWN

Brown Stove Works, Inc., Cleveland, Tenn.

Model: LP562-8.

Description: Equipped specifically for the LP-Gas industry, this 4-burner range has a Harper-Wyman forged burner cap with specially drilled ports for butane and propane. This feature also raises the height of the burner, giving added efficiency.

Caloric Stove Corp., Widener Bldg., Philadelphia, Pa.

Model: D-7468-UXX.

Description: This CP range has been specially engineered for LP-

Gas and features a double oven, double broiler, double throat burners, and porcelain enamel finish inside and out.

The range has two giant and four regular top burners. Ovens measure 16x19x13½ in. The broiler is 13x17x5½ in. Other features include fluorescent light and clock and timer. Flues direct vapors away from wall.



CALORIC ULTRAMATIC

Detroit-Michigan Stove Co., G.P.O.
Box 2059, Detroit 31.

Model: Detroit Jewel No. 816076.

Description: With a super-capacity double oven and double broiler, and with six top burners, the range is suited for those interested in extra capacity for their cooking needs. "CP" ranges for use with LP-Gas are furnished with 100% safety shutoff valves.

Standard equipment: lamp assembly, electric timer alarm, stain and acid-resisting titanium porcelain enamel finish, automatic oven and broiler lighting, drip pans under top burners, oven heat control, removable

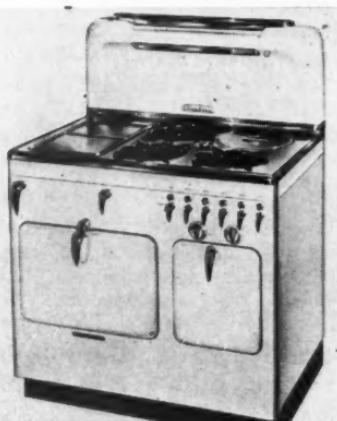


DETROIT JEWEL

oven trays, and porcelain broiler pans with separate porcelain smokeless grill.

Chambers Corp., Shelbyville, Ind.
Model: 90-C.

Description: The back of this range is heavily insulated, permitting flush-



CHAMBERS

to-wall installation with controlled ventilated exhaust which eliminates soil on walls or cabinets. It is equipped with modern built-in lamp and chrome shelf tray.

The range, for use with LP-Gas, natural, and manufactured, is available in pastel blue, yellow, green, and gray, red, black, and white.



ESTATE

Estate Stove Co., Hamilton, Ohio.

Model: 5035.

Description: A new model, this range has acid-resistant, porcelain enamel finish on front and end panels as well as top. It also features "Fiberglas" insulation, oven heat control, and smokeless drawer-type broiler on roller bearings.

Also included are chrome fluorescent top lamp, electric clock and minute alarm, two appliance outlets, and oven light and window.

Empire Stove Co., Belleville, Ill.

Description: One of a new line, this range is a 38-in. model with a four-burner divided top.

The range has a giant center oven



EMPIRE

and broiler and features "touch-latch" storage compartment.

All models have been designed and engineered for use with LP-Gas.

Eagle Foundry Co., Belleville, Ill.

Model: D-750 Eagle.

Description: This four-burner, divided top range features Robertshaw



EAGLE



YOU'VE GOT A LOT OF

Talking Points

WHEN YOU FEATURE THE



Write for 40 page catalog

showing Stainless Steel and Standard Lines
—floor, dual, single register, and bathroom
register models.

Yes sir, when you stack the Ward up against other floor furnaces it stands out like a lighthouse by comparison. For example, it's the only furnace on the market today with a stainless steel combustion chamber and 20-year guarantee.

And—look at these other advanced features:

- Built-in Thermo Control
- 100% type safety pilot on automatics
- Heavy, close mesh fabricated register
- Brass screw-type lighter door
- Copper bearing, steel radiation chamber
- Copper nipple on draft diverter
- Asbestos vent tube insulator
- Asbestos insulated inner shell
- Asbestos insulated outer shell
- Slotted blue flame Bunsen burner

Easy installation and service, too—because of its new shallow construction and controls accessible from top of furnace. The new Ward is a better deal . . . both for you and your customers!

WARD HEATER COMPANY

Since 1909

1800 WEST WASHINGTON BOULEVARD • LOS ANGELES 7, CALIFORNIA

SEPTEMBER — 1950

135

heat control of the large, seamless glass-lined oven.

Other features of the range include: 2-in. insulation; reinforced steel body frame; roller-bearing drawer broiler; rust-resisting oven racks; porcelain cooking grids and overflow burner tray; automatic top burner lighting.

Storage compartments have removable shelves. Range is of flush-to-wall construction with ample toe space.

Florence Stove Co., 205 School St., Gardner, Mass.

Model: Embassy No. 4520.

Description: Among new features on this range is a "multi-feature top" which provides a griddle unit that can be converted into a fifth center burner or extra working space with



FLORENCE EMBASSY

the use of an enameled cover tray.

The 4520 is a 40-in. range with white porcelain-lined roasting pan, and offers a choice of chrome or titanium porcelain lamp case.

Dimensions: length, 40½ in.; depth, 26½ in.; height, 46½ in. (overall).

Hardwick Stove Co., Cleveland, Tenn.

Model: Challenger.

Description: The range, designed for those who prefer upper level



HARDWICK CHALLENGER

cooking, has a high oven measuring 18x19x14¼ in. Height to oven top is 48 in.

The four burners have gunmetal finish disk grates firmly attached to cooking top and designed to hold any size vessel. Storage space consists of a large storage bin under cooking top and two service drawers.

The "Rite-Hite" broiler is adjustable to five heights. A hinged cooking top is featured for ease of adjustment and cleaning.

J. Rose & Co., Inc., 68 Jay St., Brooklyn 1, N. Y.

Model: Royal Rose 423.

Description: This apartment-size range is of white porcelain, acid re-

eland,
igned
level

YOUR BEST SALES WEAPON

Your Best Selling Season

Just ahead—will be the best selling months of this year—for you and everybody. This Fall, make full use of the most powerful of all sales weapons—installment credit. Thousands of appliances will be sold—and 8 out of every 10 will be sold on credit! Hundreds of prospects in your territory need and want *your appliances and gas services*. Provide credit terms—get their business before it goes to competition. LPG Credit Corporation offers a sound and well constructed Financing Service to suit both consumer and dealer needs. Hard selling, sales promotion plans, proved successful by hundreds of dealers, are available to all LPG Credit Corporation clients. Every useful sales tool—newspaper ads, window posters, display cards, and direct mail—is included. This Fall, set a new sales record by using your best sales weapon—the LPG Credit Plan!

3 BASIC PLANS ARE OFFERED

- 1—**RETAIL INSTALLMENT FINANCING** of sales to gas consumers.
- 2—**FLOOR PLAN** for financing inventories of appliances and containers which are purchased by the dealer for resale to customers.
- 3—**FINANCING OF CYLINDERS AND TANKS** for dealers leasing systems to retail customers.



LPG CREDIT CORPORATION

312 EAST 131ST STREET, CLEVELAND 8, OHIO

LPG Credit Corporation
312 East 131st Street
Cleveland 8, Ohio

Gentlemen:

Please send complete details of your financing plans which are specially designed for LP-Gas dealers.

NAME.....

STREET ADDRESS.....

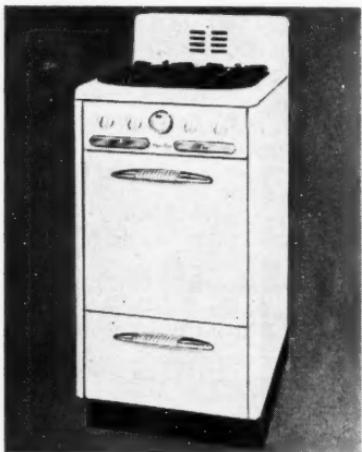
CITY..... ZONE..... STATE.....

TODAY—Use this coupon to obtain complete information

sistant. Oven is lit through a "Visi-flame" tube in the oven bottom.

The main top lifts off the range in one piece and snaps into place without bolts, for easy cleaning and servicing.

Economy of operation is featured. The oven, measuring 16x19 $\frac{3}{4}$ x14 in.



ROYAL ROSE

and over 2 $\frac{1}{2}$ cu. ft. in capacity, has an hourly input rating of 16,000 Btu's.

Perfection Stove Co., 7609 Platt Ave., Cleveland, Ohio.

Model: 937.

Description: A new 36-in. range, it has a divided top with Perfection's exclusive light-weight "Intensifyre" burners with simmer control for waterless cooking with two standard, one giant, and one economy burner.

The waist-high, roller drawer type broiler has chrome-plated pan and special smokeless grid. A pull-out storage drawer is located under the



PERFECTION

broiler. The oven has a heat-resistant, double glass window. The range has been engineered for use with LP-Gas.

Phillips & Buttorff Manufacturing Co., Nashville, Tenn.

Model: Enterprise 4836.

Description: Features include peek-



PHILLIPS & BUTTORFF ENTERPRISE

in oven windows; electric light in oven; "hi-lo" simmer set valves; lamp and timer; one-piece sani-top and back splasher; aluminum head, non-clog top burners; twin spill-over trays; oven temperature control.

Dimensions of the AGA-approved range: bake oven, 16x18½x13 in.; broiler oven, 16x18½x8½; height (top back guard) 42 in.; floor space, 36x25 in.

Prentiss Wabers Products Co., Wisconsin Rapids, Wis.

Model: Preway 50721.

Description: A master deluxe model, this range is equipped with two giant and two standard burners. Two have positive simmer action. The oven measures 15x17x20½ in., has a window in oven door, and is equipped with automatic and manually controlled light.

Other features include electric timer and light on-back of rail and deep broiler roaster pan with smokeless insert tray. It is finished in titanium acid-resisting white porcelain.



PRENTISS WABERS PREWAY

Commercial



GARLAND DINETTE

**Detroit-Michigan Stove Co., G.P.O.
Box 2059, Detroit 31.**

Model: Garland Dinette.

Application: Designed especially to meet the all-around needs of fountains, diners, taverns, and all smaller-volume food serving establishments.

Description: Compact in design, the Dinette features a full-size oven, large broiler, large griddle, four top burners, ample storage space, and convenient drip trays.

The range, in stainless steel or black porcelain finish, is available with or without a high shelf.

Dickerson Manufacturing Co., 820 S. Campbell St., Springfield, Mo.

Model: Mexihot G-B.

Application: To make barbecue sandwiches and for frying meats, eggs, etc.

Description: This model includes the barbecue "permeator" compart-



DICKERSON MEXIHOT

ment and automatic bun and food conditioner.

No steam is used. The unit is heavily insulated to prevent heat loss. It has a heavy ribbed, cast gridle with grease drain and disposal area. Actual frying space is 19x15 in. Overall size: 42 in. long, 19 in. wide, and 11 in. high. It is equipped with a double action lighter and pilot light.

Madsen Range Co., Inc., 2430 E. 30th St., Los Angeles.

Model: Cuisine No. 46-H Hot-Top.

Description: Specially designed for fast, heavy stock pot work, this model provides a complete range of

temperatures with the entire top as a cooking surface. Burners lie across the front, creating high temperatures at the front and gradually dissipating the heat to the rear for lower temperature cooking or simmering. Top plates of heavy close grain cast iron consist of two main top sections and two circle covers which can be removed to provide an intense, direct heat.

The hot-top range is available with or without the thermostatically controlled Cuisine roasting oven and with either the single- or double-deck high shelf or the elevated salamander broiler.



MALLEABLE STEEL SOUTH BEND



MADSEN

Malleable Steel Range Manufacturing Co., South Bend 21, Ind.

Model: South Bend 3023.

Description: Available in either standard or stainless steel finish, this range is 35 in. high to the cooking top. All models of Malleable Steel Range cafe ranges have ovens 23 in. wide by 24 in. deep x 14 in. high.

AGA-approved, the range is avail-

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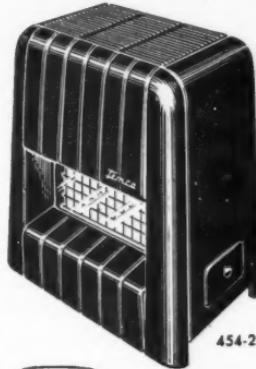
TEMCO

Helps you Sell TEMCO GAS HEATERS

With Powerful National Advertising

Right now millions of people are beginning to SEE, READ about and be SOLD on the beauty, economy and comfort of TEMCO Gas Heaters. They're being pre-sold by powerful advertisements in Good Housekeeping, Saturday Evening Post, Sunset, Holland's, Small Homes Guide.

Cash in on this TEMCO advertising. Give your customers the Heaters they already want — famous TEMCO Gas Heaters . . . There's a TEMCO for every home heating requirement — at prices as low as \$9.95



454-2

TEMCO INC.
GAS FLOOR FURNACES
AND GAS HEATERS



TEMCO, INC., DIVISION B-217 • NASHVILLE 9, TENNESSEE

Please rush complete information on your nationally advertised line of TEMCO Gas Heaters.

Name _____

Address _____

City _____ County _____

State _____

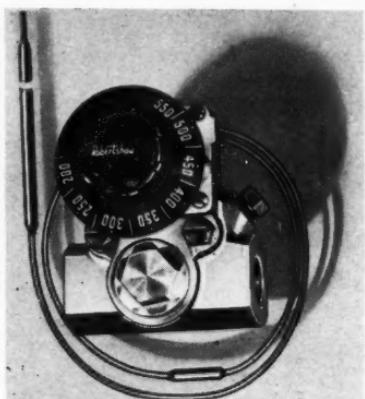
able for LP-Gas, natural and manufactured. No. 3023 has 6 top burners and 2 ovens. Griddle size is 23x29 in.

**Robertshaw Thermostat Division,
Robertshaw-Fulton Controls Co.,
Youngwood, Pa.**

Model: DG.

Application: A new hydraulic throttling type control for commercial cooking equipment.

Description: The standard Robertshaw type diastat is embodied in this



**ROBERTSHAW-FULTON COMMERCIAL
CONTROL**

new control which has a fast opening feature when set at top of temperature ranges, has an unusually large capacity for its size, and is compensated for ambient temperature up to 350°. It will be available only with high temperature equipment diastat.

The new design eliminates the gland pin while providing all front adjustments for recalibration, pilot and bypass, removing valve, and cleaning valve seat. The diastat can be removed and replaced without disconnecting body.

Pipe Catalog

A catalog recently published by Midwest Piping & Supply Co., Inc., contains, in addition to data on its line of welding fittings, a 65-page technical reference section for engineers of welded piping systems.

The St. Louis firm's Catalog No. 48 contains charts, tables, graphs, condensations and discussion of pipe specifications, welding data, design formulas, metallurgical information and other engineering data. There are digests of more than 20 ASA and ASTM specifications covering pipe, fittings and flanges, with a discussion of code requirements for pressure piping.

One section is devoted to tables on working pressures, stress values and pressure ratings. Charts are included for easy calculation of expansion, modulus of elasticity and flow resistance of bends, fittings and valves.

Control System Bulletin

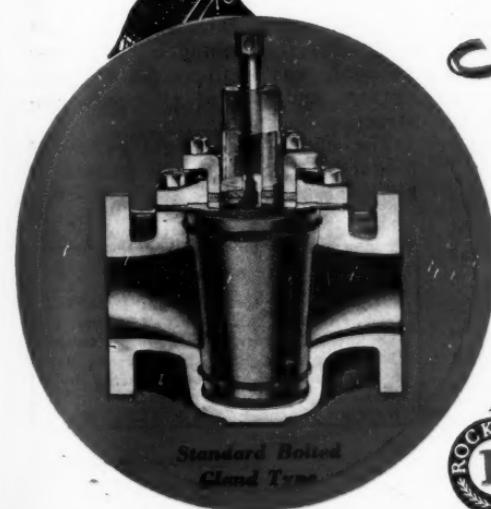
An informative 12-page technical bulletin, No. 1080, on the new Rockwell instrument pressure control system has just been issued by Pittsburgh Equitable Meter Div., Rockwell Manufacturing Co.

The operation of the Rockwell system is clearly shown by a sectioned photograph with inlet pressure, outlet pressure, and loading pressure gas depicted in color. The application of this control system to either new high pressure balanced valve regulators or to those already in the field is described. Complete installation instructions are given.

For a copy of this bulletin write the company at 400 N. Lexington Ave., Pittsburgh 8, Pa.

A NEW LOW IN VALVE REPLACEMENT

1/2 OF 1%
OVER 20 YEAR PERIOD



How many valves in your operations have served for 20 years with repair parts costing less than $\frac{1}{2}$ of 1%? We'll venture to say few, if any—unless they are Nordstroms.

You can't buy lower-priced valve performance than Nordstroms. Over a 20-year period the total purchase of Nordstrom repair replacement parts was only 4¢ cents per \$100 worth of valve—an astounding low cost that can't be matched by any other type of valve.

Nordstrom
LUBRICATED VALVES
—for LP-Gas Service

ROCKWELL
MANUFACTURING COMPANY

400 N. Lexington Avenue
Pittsburgh 8, Pa.

Offices in all Principal Cities



INSTANTANEOUS HEAT WITH GAS

You get peak efficiency instantly, automatically, with no waiting. Electrical elements are slow to heat—slow to cool. Each heating breaks down the efficiency of the elements until it is necessary to replace them.

H. Emerson Thomas Heads Pennsylvania & Southern Gas

Pennsylvania and Southern Gas Co., whose main office is located in Westfield, N. J., announces a change in officers and directors. The new board of directors is composed of H. Emerson Thomas, John F. Bunn, Jr., William W. Prager, Thomas Kenworthy, and Frederick Phillips. The latter three replace Mark Anton, Sylvester C. Smith, Jr., and R. Gould Morehead.

The new board elected H. Emerson Thomas as president, replacing Mark Anton, and as treasurer replacing R. Gould Morehead. John F. Bunn, Jr., was elected vice president; George R. Williams, secretary and assistant treasurer, and Willard P. Baldwin, assistant secretary. The same officers and directors were elected by each of the subsidiaries of the Pennsylvania and Southern Gas Co.

Mr. Thomas announced that William H. Nix, Jr., formerly of the Providence Gas Co., has assumed the duties as assistant to the president and as general manager.

Messrs. Thomas, Anton, Morehead and Smith will continue their joint interests in other utility and LP-Gas operations.

Pennsylvania and Southern Gas Co. operates gas utilities in Pennsylvania, Maryland, North and South Carolina, as well as distributing LP-Gas in those areas.

H. A. Honsberger, Suburban Propane, Died in August

Harry C. Honsberger, district sales manager for Suburban Propane Gas Co., Dover, N. J., died on Aug. 7 after a long illness. He was 60 years old.

Mr. Honsberger started his public utility career in the late 1920's. He became Whipppany district sales manager for Suburban Propane in 1948.

Snowden Chemical Co. Dissolves Partnership

The partnership of Ward E. Snowden and Joseph W. Storer which operated the Snowden Chemical Co., Modesto, Calif., was dissolved in July.

The company will continue in business with Mr. Snowden as sole owner.

Butane Goes A-Moonshining

One of the most up-to-date stills ever found in the Heber Springs, Ark., area was confiscated recently by Sheriff Alton Bittle and his deputies.

Sheriff Bittle said the still, found about 200 feet behind a house near Concord, was equipped with butane burners and was of all-copper construction.

The officers found eight gallons of illegal whiskey and 400 gallons of mash, he said.

GAS IS CLEAN

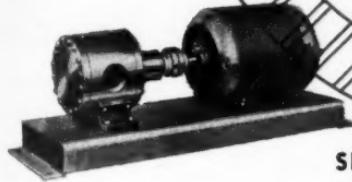
No smoke—no sooty pots and pans. And only with gas can messy boilovers be eliminated. The instant the gas is turned off, boiling stops. Electrical elements, slow to cool, continue to cook—causing boilovers.

No. 7

IN A SERIES
DISCUSSING
THE MOST EFFECTIVE
SERVICE RANGE FOR

STEEL-CASED

SMITH
PRECISION
Butane-Propane
PUMPS



Model MS-2, 50 GPM at 1800 RPM

Model TS-2, 50 GPM at 500 RPM

Model MS-3, 100 GPM at 1800 RPM

Model TS-3, 100 GPM at 500 RPM

**SPECIFY SMITH STEEL-CASED PUMPS
WHEN THE HIGHEST SAFETY IS REQUIRED**

Smith Steel Pumps are available in four popular sizes. Cases are designed to have the highest possible strength, even should a fire occur near the pump. No castings, forgings or welds are used in the outer case. Instead, seamless steel tubing one inch thick is specified for the housing, and the cover plates are turned from one inch boiler plate. All joints are metal-to-metal, so finely finished that there is no leak even under a 2000 p.s.i. hydrostatic test, ten times the normal working pressure. No gaskets are used.

Like all other models of Smith Precision Pumps, steel-cased units are provided with the exclusive self-adjusting packing. Steel pump prices run about 20% higher than standard pump prices, but the steel pumps are recommended for all installations in particularly hazardous areas, as inside city limits.

Write for special literature, prices, and individual help with your particular pumping problems. Reprints of articles on pump piping installations are still available upon request.

SMITH
PRECISION PRODUCTS COMPANY

1135 MISSION ST., SOUTH PASADENA, CALIF. • PHONE PYRAMID 12293

Gas Sales Spreading On Honduras North Coast



San Pedro hospital is served
by LP-Gas.

To the LP-Gas picture in Central America outlined in BUTANE-PROPANE News, March, 1950, should be added the operation of Carlos Trau on the North Coast of Honduras. There, as elsewhere, the principal competitive fuels, wood and charcoal, are rising in price with the depletion of forests.

C. TRAU & CO. located in San Pedro Sula, introduced LP-Gas to the North Coast of Honduras at the close of World War II. With the rise in cost of firewood, it was found feasible to import cylinders and with the added sales argument of the ad-

vantages of gas, this fuel now successfully competes with the aged old fuel. It is planned to install a bulk plant with 30,000 gallons storage capacity in the near future.

C. Trau has established branch offices in the North Coast ports of Puerto Cortes, Tela, and Ceiba and other cities.

Service truck for delivering gas of
C. Trau & Co.





View of one gas deposit.



Hector Trau, C. Trau & Co., Honduras, standing beside delivery truck.

Mr. Trau has done his own financing and has many prospective customers in view but finds that it takes time to convince the people of the advantages of LP-Gas over firewood.

Serves Coast Guard Cutter

Besides private homes, his customers include a new hospital and the Coast Guard cutter of the Honduras Government. The cutter uses a six-burner Caloric range.

Carlos Trau, Sr., is a civil engineer with 35 years residence in Honduras. His sons, Carlos, Jr., and Hector, were educated in the United States. Both are refrigeration and air conditioning engineers and served in the armed forces of the United States. Hector Trau was with General Patton's 3rd Army.



Office and display in San Pedro, Honduras.

C. Trau and sons face the future with confidence in LP-Gas and their ability to carve out for themselves a sizable share of the Honduras market.

Suburban Gas To Operate In Santa Cruz, Calif.

Suburban Gas Service, Inc., Ontario, Calif., took the initial step in a planned program of expansion into central and northern California recently by purchasing the Butane Fuel Co., of Santa Cruz, Calif., formerly owned by George Hagedorn. Norvell Nystrom will manage this branch.

Approximately 11,700 individual accounts are now being served by Suburban with the addition of the 1500 customers of Butane Fuel, according to W. R. Sidenfaden, president of Suburban.

THE TRADE

The Otto Bernz Co., long known in the plumbing and hardware fields (since 1876), is a new addition to the LP-Gas field. The Bernz LP-Gas torch has been marketed among the butane and propane dealers for the last four months with success.

Since the LP-Gas field was not allied with the sales outlet of the Otto Bernz Co., this represented a marketing problem. The company solved this problem in a unique manner. They are currently appointing distributors throughout the country to sell to their dealers and the Otto Bernz Co. is making drop-shipments to the dealers for their distributors.

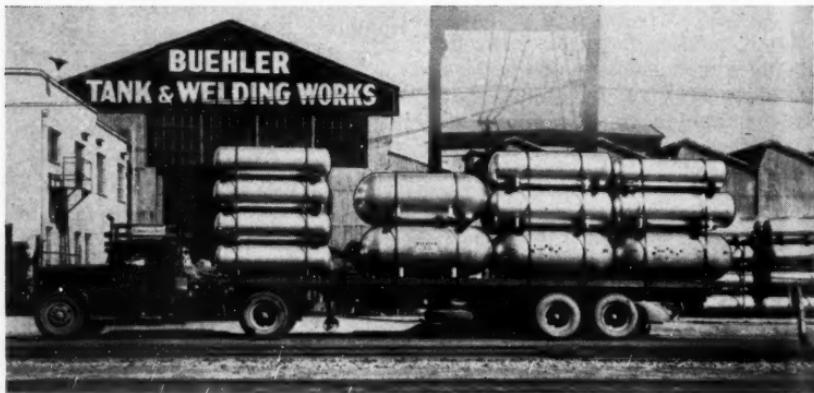
The Bernz LP-Gas torch weighs 2 lbs., 5 oz. (filled). This hip-pocket unit eliminates the use of bulky

equipment for sweat fitting, light brazing, silver soldering and numerous other uses. The company is looking forward to expanding its line in the near future.

Neptune Meter Co. announces the appointment of Wentworth Smith as assistant general sales manager.

Mr. Smith, who has been connected with the company for a number of years, replaces James H. Judge, who has recently resigned.

Robertshaw-Fulton Controls Co. announces the addition of Orlo E. Brown, Jr., research metallurgist, to the staff of its West Coast research and development laboratory situated at 833 N. Highland Ave., Los Angeles.



This photo shows a shipment of Buehler LP-Gas plants being made from the company's Los Angeles factory. These domestic storage tanks are complete systems in themselves. All fittings, including the regulator, are housed under large guard box in the case crated separately and assembled upon arrival. Buehler trucks are equipped with special unloading facilities to eliminate unloading charges to dealers.

NEW BEAUTY! NEW IMPROVEMENTS!

Today
O'KEEFE & MERRITT
Gas Ranges
ARE EVEN EASIER TO SELL!



If you know the beautiful, sparkling O'Keefe & Merritt line of modern gas ranges—you know it for a real profit-maker. So today—it's more than ever to your profit to learn what O'Keefe & Merritt has done to make your selling job even easier than before! New beauty! New design! New important improvements in O'Keefe & Merritt's famous exclusive features—the Vanishing Shelf-Cover and Grilelevator Broiler—improvements that will more than ever maintain O'Keefe & Merritt's leadership in being the preferred choice for carefree cooking!

IMPROVED!



VANISHING SHELF-COVER
Handy, step-saving—now with new full-vision light.

EXCLUSIVE!



KOOL-KONTROL PANEL
Burner knobs never overheat or discolor.

IMPROVED!



GRILLELEVATOR BROILER
New Speedray Element makes broiling up to twice as fast!

Write today for details. More than twenty models from which to choose.

O'KEEFE & MERRITT CO. 3700 E. OLYMPIC BLVD., LOS ANGELES 23, CALIF.

A. W. Ambrose, president of Cities Service Oil Co. (Del.) announces the retirement of H. W. "Hi" Camp, manager of the refining division, who has been with the company 33 years.

Mr. Camp, who is also a member of the board of directors, started with the company in 1917, when Cities Service was acquiring a number of refineries to take care of the oil from its newly discovered El Dorado, Kan., field.

Frank J. Meyer became district manager of sales of the Pittsburgh office of Lukens Steel Co. July 3, according to an announcement by J. Frederic Wiese, vice president in charge of sales.

Mr. Meyer will succeed W. Harrison Lackey, who is returning to the home office in Coatesville on a new

assignment. He has been associated with the Philadelphia office of Lukens since 1935.

To assure greater sales coverage, Servel, Inc., Evansville, Ind., has placed all of its distribution for gas refrigerators and water heaters under its factory sales branch in Chicago, it was announced recently by John K. Knighton, general sales manager of Servel.

All utilities and distributors in the Wisconsin area will be serviced by the Chicago branch.

C. S. Johnston, Jr., has been named assistant branch manager in charge of sales for Wisconsin. He will be assisted by Howard Christine and H. J. Lannert who will work exclusively in the Wisconsin area.

Mr. Johnston will be replaced as

FOR ADDED SAFETY...



Double Seal Copper Tube Fittings

HAYS DOUBLE SEAL FITTINGS . . . seating at both 45° and 90° . . . the safest possible fittings you can use . . . vibration-proof . . . twist-proof . . . leak-proof . . . brass castings—no season cracking . . . tested and approved by Underwriters' Laboratories. Write for folder 101, giving complete information.



HAYS MANUFACTURING CO., ERIE, PA.



UNIVERSAL'S OLD STOVE ROUNDUP

A package will again give Universal dealers the most powerful brand promotion in the industry. Closely coordinated with AGA's fall campaign, Universal's program will help focus national attention on Roundup Time. But when the actual branding begins, Universal's big separate package will give Universal dealers powerful help in pulling sales into their own corrals.

UNIVERSAL'S OLD STOVE CONTEST

is another sure bet to stir up fall sales action. Dealers will be supplied with complete contest instructions, entry blanks, and advertising materials in Universal's second big Roundup package. And if they use 'em the way they did last year, they're a cinch to break every record in the salesbook for wrangling customers and bulldogging profits!

These two practical programs, designed to help Universal dealers spur more sales action out of the industry's Roundup program, are typical of the many advantages offered by the Universal franchise. Due to expanded manufacturing facilities, a limited number of these valuable franchises are now available in certain localities. For complete information about your opportunity, write the makers of America's most complete line of fine gas ranges.

over 26 million
people are being
branded by
Universal
advertising in

LIFE



CRIBBEN & SEXTON
Universal
LP-GAS RANGE

CRIBBEN & SEXTON CO., 700 NORTH SACRAMENTO BOULEVARD, CHICAGO 12, ILLINOIS

SEPTEMBER — 1950



ONE OF THE BIG THREE STANDARDIZATIONS —WELDIT TORCHES

Weldit Torches have been accepted as standard by one of the divisions of the Big 3 automobile manufacturing group. Such recognition hallmarks Weldit Torches as tops in quality and performance. Shown above is the initial shipment of rugged Weldimatic No. C-47 Lightweight Blow Pipes and No. W-46-F Heavy Duty Weldimatic Welding Torches.

Write today for technical information that will save you money in your welding operations.

Weldit
INC.
SINCE 1918

994 OAKMAN BLVD.

DETROIT 6, MICH.

manager of Servel's Tennessee and Kentucky district by B. A. Bliven who has been in the company's sales development department in Evansville.

Howard I. Fidler, who joined Anchor Petroleum Co. in 1946, has recently been appointed credit manager, W. A. Baden, president, announces.

Mr. Fidler has been in the oil business for 20 years.

M. C. Bolin, sales manager of the LP-Gas division of McNamar Boiler and Tank Co., Tulsa, has announced

the enlargement of his sales staff calling upon the LP-Gas trade. Three new members have been appointed to the sales force, all of whom will sell and service the McNamar line of domestic tanks, bulk storage tanks, motor and tractor fuel tanks and truck tanks.

JOE T. TILLEY

Joe T. Tilley has been appointed



FRED C. CATRON



JOE C. ASHLOCK

and
iven
sales
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has
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an.
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Wilcolator steps out with KALAMAZOO

to assure bigger sales

and

more profits for you



Kalamazoo! For years this has been a password to quick consumer approval, lasting customer satisfaction. And now Kalamazoo brings you a top-profit leader—its "New Metropolitan" . . . Wilcolator-controlled.

Here's modern, eye-caressing styling; features that offer dramatic values in convenience and efficiency. Outside: A spacious, 40"-wide top adds a splendid service table; uniquely designed burners promote better cooking. Inside: waist-high, smokeless broiler—holding a whole chicken or twelve chops—eliminates back-bend entirely; 18" "Thermagic" oven handles the largest of oven meals . . . and automatic heat control assures ideal roasting and baking in the simplest and surest way.

Kalamazoo "New Metropolitan"
(Model DH-141)



Yes, Wilcolator control on the "New Metropolitan" means *precision cooking at a touch of the finger tips*, plus time-saving and economy, too . . . the most desirable features any range can offer. For the exclusive Wilcolator "Uniflow" valve—with greater flow capacity than that of any other gas range control—promotes *fast preheat*, maintains oven cooking temperatures so precisely that gas consumption is minimized.

And the Wilcolator control is so easy to service, there's no dissipation of your profits on costly service calls.

SOME WELL KNOWN GAS RANGES USING WILCOLATOR FOR PRECISION CONTROL

Autocrat	Kalamazoo
Coleman	Maytag
Copper-Clad	McClary
Crown	Norge
Detroit Jewel	Prizer
Enterprise	Real Host
Estate	Roper
Florence	Royal Rose
Garland	Tappan
Grand	Universal
Hardwick	Welbilt
Hart	Wincraft
Western Holly	

THE
Wilcolator
COMPANY

Elizabeth, New Jersey

for Oklahoma, Kansas and the Pan-handle of Texas. He will headquartered at the Tulsa office.

Fred C. Catron will have charge of LP-Gas sales in Nebraska, South Dakota, North Dakota and a portion of Minnesota.

Joe C. Ashlock will have charge of sales in Missouri, Illinois, Ohio and Kentucky and will operate from McNamar's plant No. 2 in East St. Louis, Ill.

George J. Ellis, Pacific Coast divisional sales manager for Caloric Stove Corp., has moved his headquarters to the Los Angeles Furniture Mart.

Caloric is continuing to occupy its San Francisco offices in the Western Furniture Mart with O. B. Wilt, newly named representative for northern California, in charge.



W. R. MABEE

which time all officers of the company were re-elected.

Mr. Mabee is also a member of the board of directors and has completed 23 years with the Tappan organization.

Other officers of the company include: Paul R. Tappan, chairman of

How to make WARM Friends and INFLUENCE people to BUY!



Stock and Sell

Enterprise

Gas Circulator Heaters

Every heater is engineered with precision for best performance on LP gas. Every model carries full profit for you. And all ENTERPRISE models earn full approval of the folks who buy and use them.

- ✓ 20,000 to 60,000 BTU Ratings
- ✓ Vented or unvented models (automatic controls available on vented heaters)
- ✓ Full vitreous porcelain finish (no synthetic lacquers used)

Phillips & Buttonoff
MANUFACTURING COMPANY
NASHVILLE, TENN. • ESTABLISHED 1858



Even if you don't have it to sell—don't miss a sale!

Just because your customer insists on buying a product you don't have in stock, don't let him get away.

Just turn to the product he wants in the Butane-Propane News Catalog. It's easy to show the advantages—operation and features—with the illustrations—specifications and descriptions contained in the manufacturers catalog.

Contact the manufacturer or his nearest outlet and you have made another customer happy.

Try it and see, it works!



TO SPECIFY • TO BUY • TO SELL • TO CHOOSE USE

Butane-Propane News Catalog

A JENKINS PUBLICATION

198 SOUTH ALVARADO STREET • LOS ANGELES 4, CALIFORNIA

If you are an LP-Gas Distributor, Producer or Dealer you can qualify for a copy of this Catalog ... Write today on your letterhead ... 8000 distributed FREE each year.



H. M. Carnahan, Pittsburgh sales office manager of American Radiator & Standard Sanitary Corp., shows Mildred Gierl a cutaway model of a winter air conditioner, and explains how the air is filtered, heated, and sent into the home through the duct work above.

the corporation; Alan P. Tappan, president; W. Richard Tappan, vice president and general manager; W. Hubert Tappan, vice president; A. C. Rhoads, vice president and treasurer; R. M. Lamb, vice president in charge of manufacturing; A. B. Ritzenhauer, vice president in charge of sales; C. V. McConnell, vice president; and Harold W. Dysart, secretary.

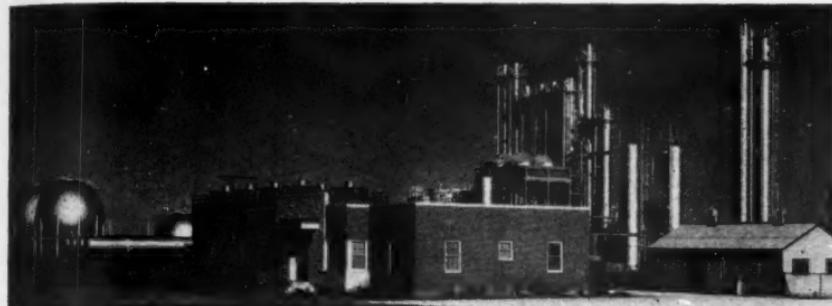
American Radiator & Standard Sanitary Corp. has opened a new showroom in Pittsburgh, Pa., featuring a representative selection of American-Standard fixtures and heating units.

The displays have been arranged in many different kinds of back-

grounds resembling bath and powder rooms, kitchens and basements, with the fixtures and heating units in various shades and styles.

A mechanical heating display in the window shows the workings of an entire heating system by means of red lights in plastic tubing tracing the flow of hot water from the boiler to the radiators, convectors, or baseboard radiant panels in the house. Green lights trace the return route of the water to the boiler.

S. O. "Sam" Weempe, partner in Master Tank & Welding Co. of Dallas, has recently appointed W. J. "Tex" Guidry as salesman covering the Southwestern territory, calling on



PANOMA PLANT, Hooker, Okla.—one of our automatically controlled plants.

**WHOLESALEERS—
you
should
know**

Our L-P gases are tops because they are: 1. Uniform in quality and free of moisture and residue. 2. Straight from our own wells. 3. Processed in two automatically controlled plants. 4. Tested by sales-wise wholesalers from North Dakota to Georgia to New Mexico. 5. Tried and proven since '38.

For more information write, wire or telephone today!

Ph. 3-8353

PANOMA CORPORATION

Amarillo, Tex.

 **Peerless**
Gas CIRCULATORS

A.G.A. APPROVED

Radiant and plain front fully
vented models.

20,000 to 60,000 B.T.U. sizes.

Manual or Automatic Controls.

NEW Silver-Tan finish.

NEW Seam Welded gas tight
heating sections.

Write NOW for complete NEW
literature on the line that sells.

Forced air and gravity, Gas Circula-
tors—Unit Heaters—Panel Heaters—
Wall Heaters—Radiant Heaters.



PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.

Liquefied Petroleum Gas

Cities Service Oil Co.

A DEPENDABLE SOURCE
UNIFORM PRODUCTS
A CAPABLE SUPPLIER
TWENTY YEARS' EXPERIENCE

IN LP GAS ALSO
CITIES SERVICE
MEANS
GOOD SERVICE

CITIES SERVICE
OIL CO.
(Del.)

BARTLESVILLE, OKLA.
CHICAGO, ILL.

Other Sales Offices

Cleveland
St. Paul

Kansas City
Toronto

the LP-Gas trade. Mr. Guidry will work out of the Dallas headquarters and will handle sales and service on the line of pressure vessels, fuel tanks, storage tanks and domestic systems manufactured by the company. He was formerly sales manager of a Houston firm.

Ray Reedy, sales manager of Master Tank & Welding, announces that his company has just completed shipment of 1200 tractor fuel tanks to one south Texas customer.



H. L.
BILSBOROUGH

make his headquarters in Los Angeles.

In his new post, Mr. Bilsborough will direct the sales effort in nine Western states for A. O. Smith Permaglas, Milwaukee, Duraclad and Kee lines of automatic home water heaters.

C. H. Rippe, sales director of the home appliance division, Hamilton Manufacturing Co., Two Rivers, Wis., has announced the appointment of four additional sales representatives for the Hamilton automatic clothes dryer.

Robert T. Hoopes will take over the Mid-Atlantic Coast territory with headquarters in Washington, D. C. The Southeastern territory will be

NEW VIKING LP-GAS PUMPS

See the complete new line of Viking LP-Gas pumps . . . motorized bulk station units . . . truck mounting style and hand drive model. New, outstanding features assure safe, dependable delivery.

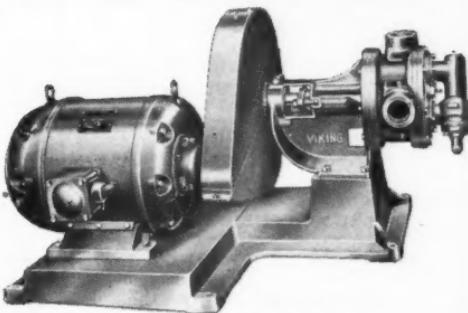


Fig. 181 Viking LP-Gas Pump

Send for Free Bulletin 2303B Today

VIKING PUMP CO. CEDAR FALLS IOWA



**It's a Swell Deal
... anyway you look at it!**

Warm Morning
LP-Gas HEATERS

THREE MODERN MODELS—
AGA-APPROVED

WARM MORNING L-P Gas Heaters are outstanding in every detail . . . in advanced design . . . in appearance . . . in operation and in value. The name is famous throughout your trade territory because they're manufactured by the makers of coal heaters of the same name . . . whose sales now are well into the second million.

National Advertising supports your selling . . . backed by a powerful merchandising campaign of share-the-cost advertising . . . plus a score or more of direct mail and point-of-sale aids. FOR EXTRA PROFITS, get the facts. Write for big, new illustrated Catalog today!



LOCKE STOVE COMPANY
Dept. G-223 114 W. 11th St. Kansas City 6, Mo.

AGA
Approved

The following progressive distributors
can supply you with

RECTORSEAL #2

from Warehouse Stocks:

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325 Fremont St., San Francisco, Calif.

GAS EQUIPMENT CO. OF DENVER
7821 W. Colfax, Denver, Colorado

ANCO MFG. & SUPPLY CO.
364 Nelson St., S.W., Atlanta, Georgia

ANCO MFG. & SUPPLY CO.
308 S. Front St., East St. Louis, Ill.

PLEWKE EQUIPMENT CO.
1724 Madison St., Chicago 12, Ill.

INDIANA OIL EQUIPMENT CO., INC.
417 Madison Ave., Indianapolis, Ind.

SERVICE EQUIPMENT CO.
New Orleans 13, Louisiana

E. W. MARTIN
33 Follen Road, Lexington, Mass.

A. E. SPARLING CO.
3573 Fourteenth St., Detroit, Mich.

EL-MAR SALES CO.
535 N. 4th St., Minneapolis, Minn.

MONTANA GAS APPLIANCE CO.
3729 Montana Ave., Billings, Montana

ANCO MFG. & SUPPLY CO.
2602 Ed. Creighton Ave., Omaha, Nebr.

SCHAAF BROS. INC.
Osborn, Ohio

SOUTHWEST BRASS & COPPER CO.
Box 1974, Oklahoma City, Oklahoma

ANCO MFG. & SUPPLY CO.
217 E. Archer St., Tulsa, Oklahoma

ANCO MFG. & SUPPLY CO.
Aberdeen, South Dakota

SUPERIOR MFG. CO.
4110 N.E. 8th St., Amarillo, Texas

OIL WELL SUPPLY CO.
Box 478, Dallas, Texas

NORTH TEXAS TANK CO.
Denton, Texas

ELLIS BUTANE EQUIPMENT CO.
4501 Greeley, Houston, Texas

J. C. REMLINGER CO.
5131 Diversey Blvd., Milwaukee, Wisconsin

EXPORT: ANCHOR OIL CO.
City National Bank Bldg., Houston, Texas

*Additional distributors will be
shown next month*

RECTORSEAL #2

MAKING THE L-P GAS INDUSTRY SAFER

covered by Charles W. Haley, who will headquartered temporarily in Atlanta, Ga. William C. Cox, who for 13 years has been with Hamilton in both drafting equipment and home appliance divisions, will cover the East Central territory with headquarters in Columbus, Ohio. Robert K. Burbidge will represent Hamilton in the Southwest.



P. R. BOUILLION

P. R. Bouillion has been appointed to the newly-created position of sales promotion manager for the Midwest section of the Florence Stove Co., according to an announcement from F. B. Jeremia, Midwest division manager.

Mr. Bouillion brings to his new position a background of wide experience in the major appliance business. He joined the Florence organization in 1946 as sales representative in the Ohio territory. As sales promotion manager, he will work directly with Midwest dealers in the development of an effective sales-building program. His headquarters will be at the company's Chicago sales office.

Continuing its sales expansion into the Western area, Florence Stove has named the Walter B. Lloyd Co., Inc., Salt Lake City, as distributor in the Intermountain States area, according to a recent announcement by Richard D. Nugent, Florence's Western division manager.

The Lloyd Co. maintains warehouse facilities in Boise, Idaho, in addition

Butane & Propane

Carter

Producers of high quality
Liquefied Petroleum Gases Since 1931
Wholesale Only

THE CARTER OIL COMPANY
T U L S A , O K L A H O M A

HEMISpherical HEADS
FOR STORAGE TANKS AND UNFIRED PRESSURE VESSELS

API-ASME CODE

One Piece Type in—15"-16"-19"-24"-28" Outside Diameter
38"-40½"-48" Inside Diameter

Segmental Type in—48"-57½"-60½"-76½"-
108"-126" Inside Diameter

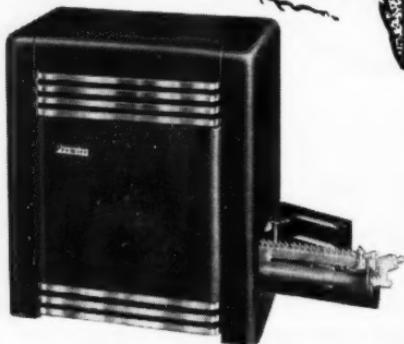
Write for our Tank Head Catalog

THE COMMERCIAL SHEARING & STAMPING CO.

P. O. Box 719

Youngstown 1, Ohio

**A PUSHOVER
FOR TURNOVER**



The New PREMIER Vented Heaters

PREMIER points the way to faster turnover . . . bigger profit! Four beautiful, brown porcelain enamel, trimmed-in-chrome models. 15,000 B.T.U. to 40,000 B.T.U. Efficient cast iron burner easily removed for cleaning if necessary — **exclusive with PREMIER.** All A.G.A. approved. Constant burning manual pilot standard equipment.

Premier

SINCE 1912
STOVE COMPANY

100 SOUTH SIXTEENTH STREET
BELLEVILLE, ILLINOIS

to its Salt Lake City headquarters.

The appointment of Fred W. Dickinson, Mobile, Ala., to the newly created position of sales promotion manager for the Southeastern division of Florence is announced by C. P. Connally, Jr., Southeastern division manager.

Mr. Dickinson has held the position of Florence sales representative in the Gulf Coast area since 1937. A few months ago he received the annual W. L. Mattox award for outstanding performance in all phases of sales endeavor in the Southeastern division.



A. B. CLOUD

American Meter Co. has announced the appointment of Alexander B. Cloud as district sales manager of the New York territory. From 1936 until 1942 he was located at the Metric Metal Works, Erie, Pa., where he was engaged in produc-

tion, service and sales work.

American Meter also announces the appointment of John Gribbel, 2nd, as district sales manager for the Philadelphia sales territory. Mr. Gribbel has been employed by the American Meter Co. since March of 1947 as sales engineer in Philadelphia.

Both men are members of the American Gas Assn., Liquefied Petroleum Gas Assn. and various state and local gas organizations.

D. G. Spahr has joined the sales organization of the L. J. Mueller Furnace Co., Milwaukee, as a sales specialist on Mueller "Climatrol" gas-fired boilers. His activities will be



We Transport LP-Gas { FRANCHISED HAULER



CITIES FUEL CORPORATION

P. O. BOX 365, FRESNO, CALIFORNIA

● "Your Supplier — Not your Competitor"

THE JOHNSON Automatic STOCK TANK HEATER
DOUBLE PROFITS FOR DEALERS

Sell the Johnson Automatic Stock Tank Heater. Make money on the initial sale and reap steady annual dividends from increased gas load. The average gas consumption per unit per season is 600 lbs.

GREATER PROFITS FOR FARMERS

Records show faster, more economical beef gains, increased milk production when water is warmed to the correct temperature. Stock drink more water, eat less feed — make more profits. The Johnson Automatic Stock Tank Heater can pay for itself in one season.

GET FULL DETAILS NOW—

Write for Dealers Discounts and Complete Information



JOHNSON GAS APPLIANCE COMPANY

597 E AVENUE N.W., CEDAR RAPIDS, IOWA

confined to promoting radiant and radiator heating, and special boiler hot water supply applications—both domestic and industrial. He will work with architects, builders, engineers, and heating contractors.

Mr. Spahr's experience in the heating field dates back to 1924 when he started in the heating equipment control business. More recently he was engaged in training activities for the Institute of Boiler & Radiator Manufacturers and helped lay out their field training program at the University of Illinois.

Employees of the Mueller company have been awarded a plaque for establishing an outstanding, continuous safety record. Presented by the Wisconsin Council of Safety, this award was the only one of its kind presented to a firm located in Milwaukee proper.



BILL HARPER, JR.

Weatherhead Co. with a comprehensive background.

For the past three and a half years, Mr. Harper has been assistant sales manager of the Eastern district for the A. O. Smith Corp., handling sales of home appliances and LP-Gas equipment. His past experience in the LP-Gas industry and related fields makes him a valuable addition to the Weatherhead staff, Mr. Scott states.

**BE SAFE!
BE SURE...**

Enjoy
Insurance Protection
to Fit Your Needs . . .
COMPREHENSIVE GENERAL LIABILITY
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- Installations and Customers' Liability
- Products • Motor Vehicles • Physical Damage

Get insurance coverage tailor-made to protect against loss due to all hazards for which you as operator, distributor or dealer may be liable or assume under contract. For free application blank covering all questions about the coverage you want, write TODAY. No obligation, of course.

LOUIS H. COLLAR, Manager

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Insurance Underwriters
AGENCY**

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Kansas City 6, Mo. Phone: Victor 3563
Home: 1913 Tauroomee Ave., Kansas City, Kansas
Phone: Drexel 3331

Howard L. Clary, formerly general sales manager, has been appointed vice president in charge of sales of the Norge Co., according to an announcement by G. P. F. Smith, president of the company.

Mr. Clary joined the Norge Central office in August, 1945, as sales promotion manager and has sold Norge products since 1928.

John M. Tenney, with Norge since 1929 and western regional manager for the past five years has been



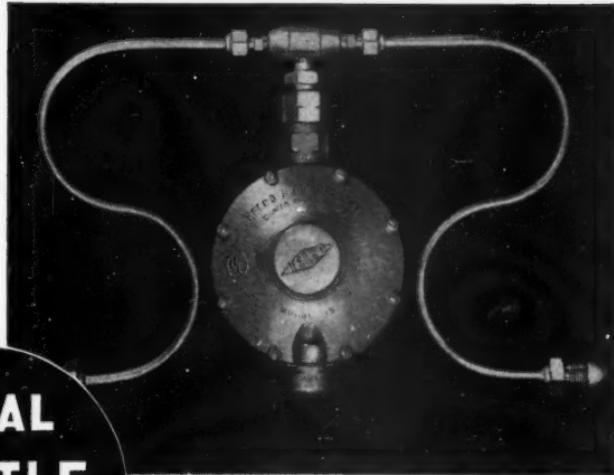
H. L. CLARY



Check These Helco Features

- ✓ Low Cost
- ✓ Large Capacity
- ✓ Dependable
- ✓ Long Life

DUAL BOTTLE SYSTEM



The Helco Dual Bottle System features a low cost, compact regulator that will handle any domestic load. It will function under all climatic conditions. Capacity: 100 cu. ft. per hr. or more. Reduced Pressure: Std. 11 in. W.C. O-Ring design of manifold check valve is leak proof.

Helco Products Corporation
2041 Colorado Ave. Santa Monica, Calif.

BUTANE-PROPANE *News*



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Standard Rates Apply to U. S.
& Possessions, Canada, Mexico,
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All others.....1 year 3.00

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REVERE

easy to bend—easy to join
COPPER WATER TUBE

Save time and trouble in your LP-Gas installations! Ask your distributor for long coils of soft temper Revere Copper Water Tube.

REVERE

Copper and Brass Incorporated

Founded by Paul Revere in 1801

230 Park Avenue, New York 17, N. Y.

Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y. — Sales Offices in Principal Cities, Distributors Everywhere.



The best collection
of Quality L-P Gas
Equipment is warehoused
for the entire Southwest at Gas Equipment
Company... Fast delivery
and service for your
every order...



REGO L P GAS EQUIPMENT—Rochester Criterion Gauges—Aeroquip Hose and Fittings—Anderson Flare Fittings and Copper Tubing—Weco-Trol (automatic control)—I C C Cylinders.



GAS EQUIPMENT COMPANY, Inc.

P. O. BOX 566
2620 South Ervay • DALLAS, TEXAS

named Norge refrigeration sales manager.

R. H. Pizor, who for the past three years has been Eastern regional sales manager, is named western regional sales manager, with headquarters in San Francisco.

Dean Spencer, who has been Norge refrigeration sales manager since April, 1949, has been appointed Norge New England regional sales manager with headquarters in Boston.

Richard C. Laramy, with Norge since 1945, has been appointed sales manager of home heaters. Mr. Laramy had been in charge of home heater engineering at the Norge factory in Muskegon Heights, Mich.

Robert M. Reed has been appointed Eastern regional sales manager with headquarters in Philadelphia. Mr. Reed joined Norge in 1947 as district representative in the eastern territory.



GEO. R. ALLEN

At a recent meeting of the board of directors of Superior Valve and Fittings Co., George R. Allen was elected to the office of vice president of the company.

Mr. Allen is well known in the refrigeration industry and has been active in many of the trade association groups of the Refrigeration Equipment Manufacturers Assn., the American Society of Refrigeration Engineers, Compressed Gas Assn., and Liquefied Petroleum Gas Assn.

His background includes nearly 20 years experience, about 14 of which



Eagle DE LUXE GAS RANGES



"SWEET
16"

Quick Sales...with These
"Sweet 16" Features!

1. "Robertshaw" OVEN HEAT CONTROL.
2. Large, Seamless GLASS LINED OVEN.
3. Harper-Wyman Top Burners. Non-Clog, Speedy-Action.
4. Top Burners, 10½-10¾" Centers.
5. 2" THICK INSULATION. Owens - Corning Fiberglass.
6. Reinforced Steel Body Frame.
7. ROLLER-BEARING DRAWER BROILER. Glass Lined Through-out.
8. Heavy RUST RESISTING OVEN RACKS. Non-Tilt, Easy-Sliding, Self-Stopping.
9. Porcelain Enamel Cooking Grids.
10. Porcelain Overflow Burner Tray.
11. Automatic Instant Top Burner Lighting.
12. LOW GAS CONSUMPTION. Insured by Perfectly Fitted Doors.
13. Removable Shelf in Storage Compartment.
14. Flush to Wall Construction. Ample toe space.
15. Chrome Trim Door and Valve Handles.
16. American Gas Association Approved!

Write for Free Catalog
and Prices on the
Complete Eagle Line Today

EAGLE FOUNDRY CO. BELLEVILLE ILLINOIS



Engineering and installation by H. Emerson Thomas & Associates, Inc.

5,000,000 cu. ft. ADDITIONAL GAS PER DAY...

The above photograph shows part of a propane storage farm of thirty 30,000 gal. tanks which will help supply the increased gas demand in Hartford and other Connecticut towns. The Connecticut Coke Co. installed this new propane plant, one of the largest gas industry installations made during 1949.

DOWNTOWN IRON WORKS, INC. supplied sixteen of these 30 big Storage Tanks, and is long experienced in such fabrications, having manufactured several hundred. Propane Storage Tanks fabricated by DOWNTOWN are of electric arc welded construction for 200# W. P., in accordance with the 1949 Code for Unfired Pressure Vessels. Under the 1950 Unfired Pressure Vessel Code, the W. P. may be increased to 250#. The 1950 Code is accepted by most States and Municipalities with a few exceptions. Consult with us pertaining to these rulings.

NEW YORK OFFICE, 30 CHURCH STREET

DOWNTOWN IRON WORKS
DOWNTOWN, PA.
WELDED and RIVETED PRODUCTS

BRASS FITTINGS



FITTINGS



COPPER TUBING

All types Brass Fittings, Connectors, Valves
Copper and Aluminum Tubing, Installation
Tools and Materials for Gas, Oil and Water
Appliances of All Types and Makes.



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catalog and prices

S. H. LEGGITT CO.
MARSHALL - MICHIGAN

PRICED TO SAVE YOU
REAL MONEY!

**SOUTHWESTERN
OFFICE & WAREHOUSE**
548 Burleson
San Marcos, Texas

**ONLY Gas Ranges with
CENTER-SIMMER Top Burners**



have the
LOW HEAT CONTROL
-1200 down to 300 Btu-

that will out-perform
electric surface units

HARPER AND ALTRON CENTER-SIMMER BURNERS ARE
STANDARD EQUIPMENT ON 24 LEADING GAS RANGES

HARPER-WYMAN COMPANY

8562 Vincennes Avenue Chicago 20, Illinois

have been in the valve and fittings field.

He will also continue in the capacity of general sales manager for Superior.

Austin L. Brown has been appointed sales representative of the Superior Valve & Fittings Co., in their Southeastern territory, according to Mr. Allen.

Mr. Brown's headquarters are located at 809 Bona Allen Bldg., Atlanta, Ga., where he will handle Superior's entire line of products. The Southeastern territory covers the states of Alabama, Florida, Georgia, North Carolina, South Carolina, Mississippi, and Tennessee.

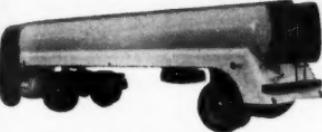


E. J. ALBRIGHT

Temco, Inc., Nashville, Tenn., has announced the appointment of E. J. Albright as its space heater and floor furnace sales representative in Louisiana, Mississippi, Arkansas, western Kentucky and western Tennessee, according to

Frank Drake, sales manager. Mr. Albright succeeds William Miller, who recently resigned.

Formerly with Quad Stove Co. and Dearborn Stove Co., Mr. Albright has sold gas-fired space heating equipment throughout the South for many years. He is a native of Arkansas and a graduate of Arkansas Tech. Wide acquaintanceship in the territory and extensive experience in the industry equip Mr. Albright to render excellent service to Temco distributors and dealers.



TRUCK and TRANSPORT TANKS

Twin or single barrel—Light weight—Low in cost—Full or semi-streamlined—ASME U69.

*Built to Your
Specification and Size*

**BAGWELL - GENERAL
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Box 391 • Sapulpa, Okla.



THOMAS TRUCK for bottles & appliances

Easy one-man operation. Avoids back-breaking lifting of bottles, stoves, crates, etc. 58" ht., 24" wide. 10x2½ pneumatic wheels, Hyatt bearings. Low priced. Thousands in use. Order one on a "return if not pleased" basis.



Thomas Truck & Caster Co.
18 Mississippi River, Keokuk, Iowa

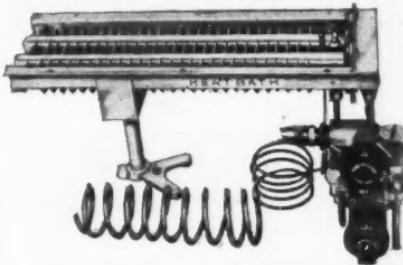


REGO L P GAS EQUIPMENT—Rochester Criterion Gauges—Aeroquip Hose and Fittings—Weco-Trol (automatic control) — ICC Cylinders.



**GAS EQUIPMENT
SUPPLY CO.**
127 ELLIS ST. N. E. ATLANTA, GA.

THE 1950 LINE **Heatbath** CONVERSION BURNERS



LPD-30 for Propane Gas • 30,000 B.T.U.'s

A burner for straight Butane or Propane gases for kitchen heating. Capacity up to 36,000 B.T.U.'s per hour. Designed for coal, combination and bungalow ranges. Quickly installed and guaranteed fool-proof.

Few territories open. Write for descriptive literature and prices.

HEATBATH APPLIANCES, INC.
P. O. Box 78 Springfield 1, Mass.

Now! YOU CAN SELL
(A.G.A. APPROVED)

Incincor
LP GAS-FIRED
INCINERATOR
as a year-round load builder

INCINOR is the only gas-fired incinerator offering standard units in both 2-bu. and 4-bu. sizes.

**APPROVED BY A.G.A. FOR USE
WITH LP-GAS**

L. P. GAS DEALERS DO WELL
WITH INCINOR

Phone, wire or write the factory for REASONS WHY.

Bowser, Inc., Incineration Div.
CAIRO, ILLINOIS

MEXIHOT makes
Friends-Sales-Profits
for YOU

**The ONLY MEXIHOT
Barbecue Machine**

Thousands of installations in drug stores, tap rooms, roadside stands, cafes and other places that serve lunches have brought big repeat business. Low price means quick sale. Write for distributorship at once.

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Department B-9

DICKERSON MANUFACTURING CO.
SPRINGFIELD, MO.



KEN SUTTON

Southern Missouri.

Since joining the company, Mr. Sutton has completed a training period at the plant in Denton and also a field training program in preparation for the sale and servicing of products manufactured by North Texas Tank. These include the twin barrel truck unit, fuel tanks, domestic tanks, spheres, truck tanks and motor fuel tanks.

Harry A. Abrams has been made Washington district manager of the John Wood Co., Conshohocken, according to a recent announcement by William T. Briggs, Eastern division sales manager of the water heater and steel tank producing firm.

Mr. Abrams has been associated with the company since 1917 when he started as a factory employee. He has served the Baltimore-Washington area since 1927, following assignments in Chicago and Philadelphia.

William Wallace Co., San Francisco, manufacturers of "Metalbestos" gas vent pipe, has announced the appointment of the Emory C. Perry Co., 3500 So. Archer Ave., Chicago, as sales representatives for the states of Illinois, Indiana, and Wisconsin.